



Rausing Executive Development Centre



Rausing Executive Development Centre (REDC)
LUMS, DHA, Lahore Cantt. 54792 - Pakistan
Tel: +92-42-35608119, 35608243 Fax: +92-42-35722691
Email: rec@lums.edu.pk
URL: <http://redc.lums.edu.pk>
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LUMS

Rausing Executive Development Centre

Suleman Dawood School of Business

MANAGEMENT DEVELOPMENT PROGRAMME

October 21 - November 1, 2019

ORCHESTRATE PERFORMANCE

MANAGING A BALANCING ACT

Managing across functions is a balancing act. It is made more challenging in today's new economy; with complex market dynamics and fast-paced competition. Businesses that accomplish a strategic direction, in sync with their inherent functional strengths, respond to the market turbulence better and quicker. Businesses that 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 levels. 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.

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



“A blend of sensational experience, holistic knowledge and deep diving opportunity to absorb concepts that are not just global, but most current. Management Development Programme has instilled the mindset that leaders need to have an effective business life cycle.”

*Adeel Khalid
Avanceon Limited*



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 LUMS enables participants to integrate key functional areas in an organisation and drive a result-focused business strategy. The objective of MDP is to create successful general managers, who can leverage their own and their organisations' 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 the organisation
- Understand how industry structures work and evaluate how to create value and profit for their operating unit in a competitive environment
- Develop key value drivers for their business performance to achieve long-term growth and sustenance
- Learn the best international practices as to how organisations respond to volatility and complexity
- 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

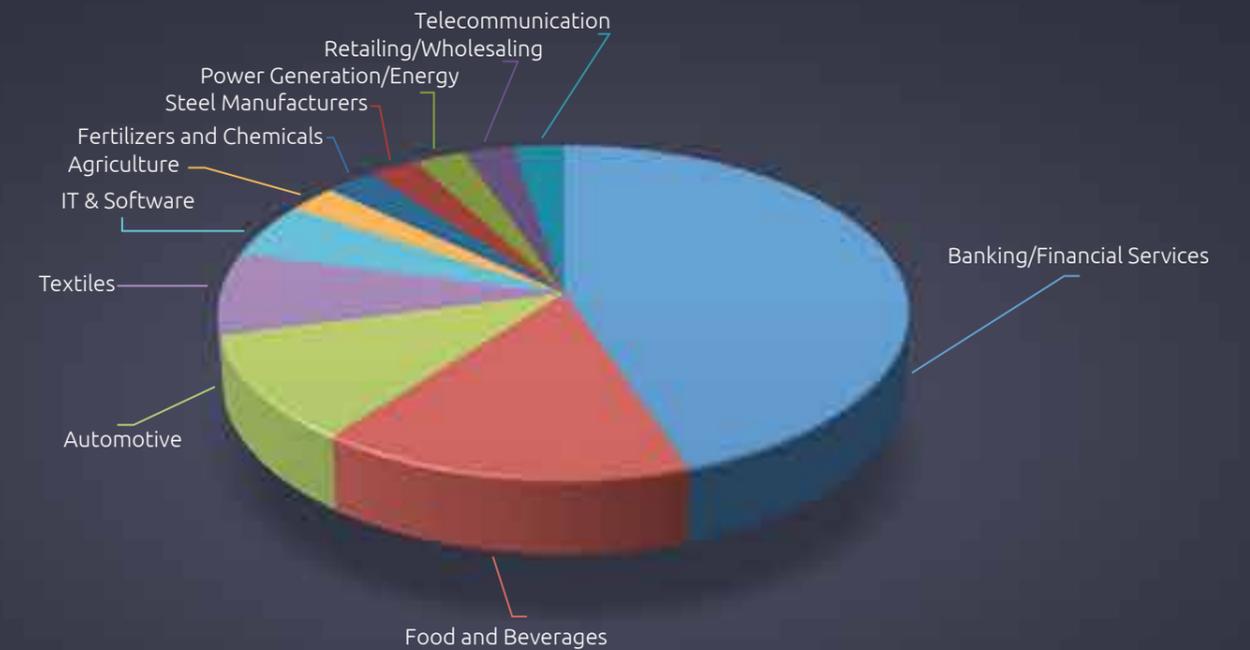
WHO SHOULD ATTEND

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
- CFOs
- Senior Managers
- Divisional Heads





“An excellent programme with very good content and earning methods. A group based programme for companies should be done for building similar understanding and synergy.”

Asif Aziz
Meezan 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 teaching, 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 plays augment case studies to ensure that the learning is delivered and received in a practical context.

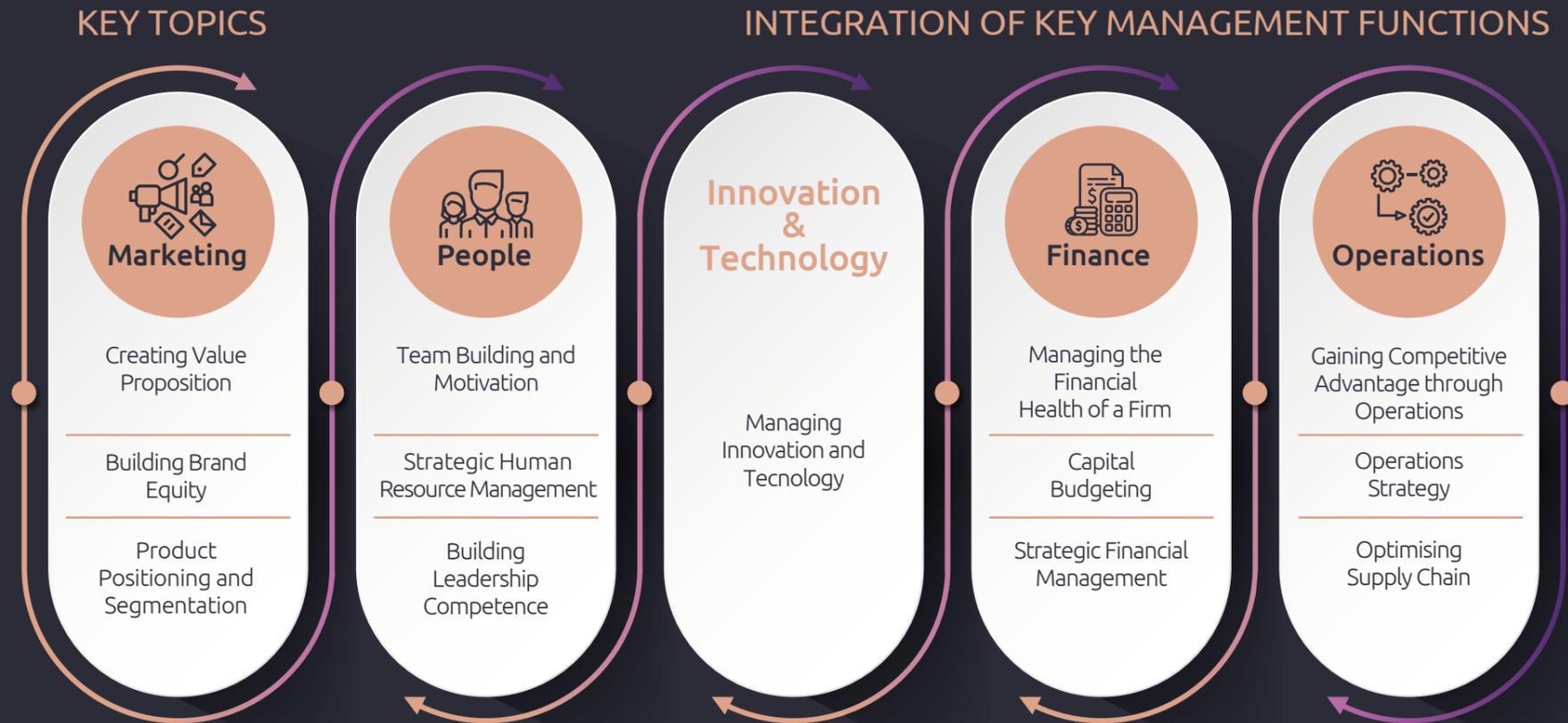
SPECIAL FEATURES

- 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



MODULE 1

MODULE 2



INTEGRATION OF KEY MANAGEMENT FUNCTIONS

KEY TOPICS

Analysing and Understanding Industry Structures

Sources of Competitive Advantage

Corporate Strategies in Emerging Markets

New Business Models

Managing the Value Chain and Strategy

Ethical Transformation and Corporate Social Responsibility

How the Concepts Learnt can be Applied?

Impact on strategic choices

Exploring unique options to build sustainability

Strategic decisions and strategic planning

Leveraging IT to create strategic advantage

Using value chain to create strategic advantage

Impact of shifts in strategic direction, challenges and effective responses

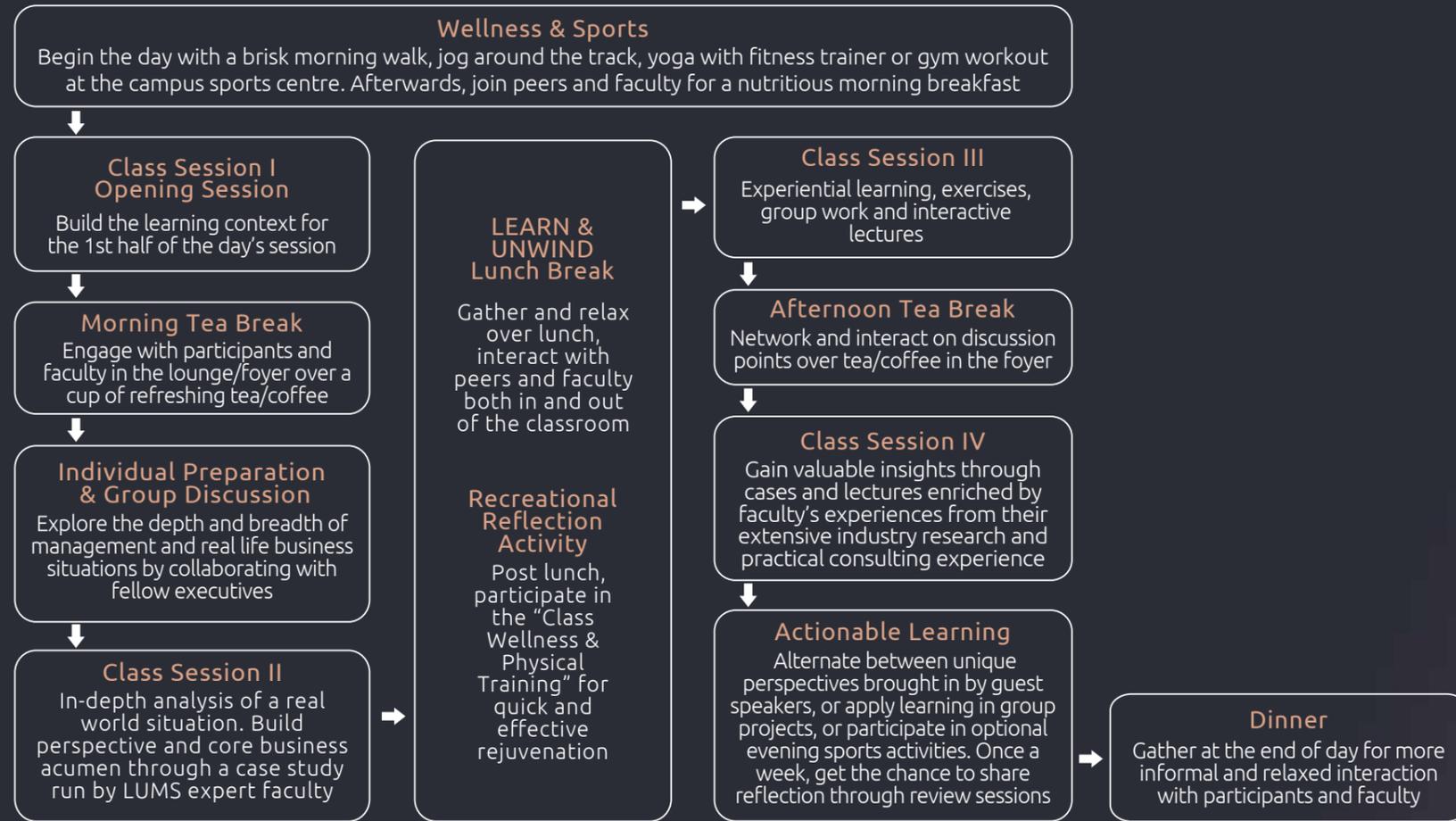
Group presentations

Highlight of the Week - Active Learning and Skills Sessions

State-of-the-art business simulation to integrate functional and strategic skills to improve bottom-line and help participants apply their learning during the programme
Enhancement of management perspectives through guest speakers, reflection and review sessions

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:



“Top quality faculty, material and support team. Programme was very well organised and executed. Case studies and simulation projects were best. Culture of institute is full of energy, open mindedness and tolerance that really helped me to gain from this programme.”

Hussain Ahmad
Avanceon Limited

PROGRAMME FACULTY

Arif N. Butt

Professor, Organisational Behaviour & HRM
PhD, McGill University, Canada
MBA, Lahore University of Management Sciences
MSc, Georgia Institute of Technology, USA

Research Interests:
Negotiation & Conflict Management;
Team Building & Leadership;
Cross-Cultural Management and Performance Management.

SYED MUBASHIR ALI

Associate Professor, Finance & Accounting
PhD, University of Manchester
MA, Acadia University

Research Interests:
Corporate Finance; Privatisation Policy; Regulation of Utilities;
Financial Institutions & Markets and Social Enterprise

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, Commerce, 1966
B.Com, University of the Punjab, 1965

Past 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 Shafique

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

PROGRAMME DIRECTOR

JAMSHED H. KHAN

Professor, Operations Management
PhD, University of Texas, Arlington
MBA, University of Texas, Arlington
MSIE, University of Texas, Arlington

Research Interests:
Management of Services; TQM; Operations Strategy; Supply Chain Management; Six 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
BSc (Hons), Computer Science, LUMS

Research Interests:
Development of Decision Support Systems, Technology and Innovation Diffusion;
Social Networks and Their Impact on IS Strategy and IS Diffusion; Agent-Based Computational Economics IS Pedagogical Issues and Network Location Models in the Context of Disaster Response and Recovery Systems

LEARNING AT REDC

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 organisations. During its history of the last twenty years, MDP has been recognised for its transformational effect.

Being a residential programme, the participants have the unique opportunity to share views, network and bond with each other and interact extensively with the LUMS faculty. Executives with diverse backgrounds, cultures and corporate values 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. Cases describe actual business situations and bring into the classroom problems and opportunities faced by practicing managers. The participants analyse 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 culled 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 planning and conducting executive programmes ensures an interactive and stimulating classroom experience for you.

Grounded in Reality

The senior faculty of LUMS incorporates the latest research and business concepts into the classroom teaching through case studies, lectures, video/computer simulations, and small group activities. We offer an interactive, actionable learning experience for you to develop personal and professional strengths and lead your organisation 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 organisations 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.

“The 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.”

*Waqar Ahmad
The Coca Cola Export Corporation*

SOME PARTICIPANT ORGANISATIONS

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

Al- Meezan Investments
Allied Bank Limited
Aon Insurance Brokers
Avanceon Limited
Agro Processor & Atmospheric
Atlas Honda Limited
Bank Alfalah Limited
BASF Pakistan Private Limited
Bulleh Shah Packaging Limited
CCL Pharmaceuticals
China Mobile Pakistan (CMPak)
Complex Kewangan Berhad, Malaysia
CPS Pakistan
Dalda Foods (Private) Limited
Descon Group of Companies
DIC Pakistan Limited
DP World
Engro Fertilizers Limited
Engro Foods Limited
Fauji Fertilizer Company Limited
Fauji Fertilizer Bin Qasim Limited
Faysal Bank Limited
Fresenius Medical Care Pakistan (Private) Limited
Gases Limited
General Electric, GE, (formerly)
Global Rubber Industries Pvt Ltd
Habib Bank Limited
Haier Pakistan Private Limited
Harris Corporation
Hayleys Agro Products, Sri Lanka
Hilal Foods Limited
Ibrahim Fibres Limited
ICI Pakistan Limited
ImpTrax Corporation

Indus Motor Company
Intech Process Automation
Interflow Communications
International Industries Limited
International Steels Limited
Ismail Industries Limited
Jaffer Brothers (Private) Limited
Jubilee Life Insurance Company Limited
Kay & Emms Private Limited
K-Electric Limited
Kohinoor Textile Mills Limited
KPMG Afghanistan
MCB
Maple Leaf Cement Factory Limited
Mari Petroleum Company Limited
Meezan Bank Limited
Metro-Habib Cash & Carry Pakistan
National Bank of Pakistan
NADRA
OA SYSTEMS
ORIX Leasing Pakistan Limited
Packages Lanka (Private) Limited
Packages Limited
Pak-Arab Pipeline Company Limited
Pakistan Microfinance Investment Company
Pakistan Telecommunication Authority
Pakistan Tobacco Company Limited
Pak Qatar Family Takaful
Pakistan Security Printing Corporation
Panther Tyres
Paragon City Private Limited
Pioneer Pakistan Seed Limited
Prime Safety Limited (Midas)
Pakistan Telecommunication Company Limited

Punjab Beverage Company (Private) Limited
Rainbow Textiles LLC
Rudolf Pakistan Private Limited
Riyad Bank
Samsons Group of Companies
Saffron Pharma
Savola Packaging Systems, Saudi Arabia
Service Sales Corporation
Shaigan Pharmaceuticals Private Limited
Shirazi Trading Company
Siemens Pakistan Engineering Company Limited
Silkbank Limited
SNL Pakistan (Private) Limited
SPEL
Sri Lanka Railways
Standard Chartered Bank
State Bank of Pakistan
Stylo Shoes (INSIGNIA)
Systems (Private) Limited
Synavos Solutions (Private) Limited
Taj Corporation
Telenor Pakistan
Teradata, Global Consulting Center
Thal Engineering
The Coca Cola Export Corporation
The Bank of Punjab
Tri-Pack Films Limited
United Bank Limited
Uch Power (Private) Limited
Ufone
Unilever Pak Limited
Unique Food Service Company
Warid Telecom
Wateen Telecom Limited
Wilshire Labs (Private) Limited

ADMISSION CRITERIA

Applicants and/or sponsoring authorities are requested to apply as early as possible. Organisations are encouraged to nominate individuals with a record of accomplishment, demonstrated ability and promise. There are no formal requirements for admission. However, all participants are carefully considered by the admissions committee, which evaluates not only potential of the participants to benefit from the programme, but also their ability to contribute to the learning experience of others. The sponsoring organisation must ensure that:

- The participant is relieved from his/her job for the programme duration
- Assume all programme payments and provide standard coverage for the expenses incurred during the programme

ADMISSION PROCESS

To apply to the programme, participants are required to submit an online application form available at our website:
<http://redc.lums.edu.pk/calendar.php>
If you require any assistance while applying online, please contact us by:

Tel: +92-42-35608119 or 35608243
Email: rec@lums.edu.pk
Fax: +92-42-35722691
Mail: Manager Marketing,
Rausing Executive Development Centre (REDC)
LUMS, DHA, Lahore Cantt. 54792 - Pakistan

The deadline to apply to this programme is October 01, 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 application 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 530,000/- 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 for on departure. The fee is due upon the receipt of the invoice and it 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 deduction/collection 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 (up to a group size of five participants) gets a 20% discount on programme fee.

ACCOMMODATION

Participants will reside in a purpose built facility named after the founder of Tetra Pak Dr. Ruben Rausing. The Rausing Executive Development Centre (REDC) features 50 single en-suite bedrooms. Each room is equipped with a mini-fridge, writing desk and direct dial STD/ISD 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 ACCOMPANYING PARTICIPANTS.

SUBSTITUTES/TRANSFERS & REFUNDS

If you are unable to attend a registered course, we will accept a substitute until 2 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 on 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 deposited fee to any open enrolment 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, the 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 alternate to refund.

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