



LUMS

Raising Executive
Development Centre

ORGANISATIONAL TRANSFORMATION
FOR POWERING
INNOVATION AND GROWTH

January 27 - 30, 2025

Suleman Dawood
School of Business

ORGANISATIONAL TRANSFORMATION FOR POWERING INNOVATION AND GROWTH

No business can afford to stand still in markets that face new product and services offerings, novel competitors, emerging business models and digitalisation drives. Staying ahead depends on an enterprise's ability to innovate and transform itself. This 4-day residential programme will reveal how you can sponsor pockets of innovation within your organisation to achieve competitive differentiation and mobilise change that creates value for customers while leaving the competition behind. It will show you which fundamental business approach will give you the clearest lens through which to make decisions that ensures not just organisational survival but powers growth.

The programme will cover technological advances and digital approaches that are changing business models across industries. At the end of this transformational programme, you will be able to action strategies that drive innovation and growth in your enterprise via superior management decisions.

BENEFITS

The programme will help you to:

- Evaluate your organisation's innovation profile and future-readiness vis a vis the pace of change on the local and global scale
- Understand how technology and digital ecosystems are transforming business models, value chains and industry dynamics
- Strategise how your organisation can build a portfolio of opportunities that produce short-term wins, as well as help lay the foundations for long-term sustainable growth
- Explore roadmap for building an innovative organisation with a systemic approach towards improving structure, process, culture and leadership
- Understand how new capabilities related to technology and data can be built and leveraged for competitive advantage

WHO SHOULD ATTEND

Senior executives heading organisational divisions or business units with more than 10 years of experience. CEOs, C-Suite Executives, Entrepreneurs, and Divisional heads in a leading role to more than three levels of management who seek to take their organisations to a next level by launching novel innovation strategies enabled by digital transformation.

PROGRAMME DIRECTOR

Muhammad Adeel Zaffar

Associate Professor
MIS and Technology

Dr. Zaffar is an Associate Professor and Associate Dean External Relations in the Suleman Dawood School of Business at the Lahore University of Management Sciences. He received his PhD from the University of North Carolina at Charlotte. He has over 15 years of teaching experience including teaching roles at the University of North Carolina-Charlotte, University of Wisconsin-Milwaukee and SDSB. His academic work and research have focused on effective use of technology in organisations, building innovative teams and organisations, social network analysis, design and deployment of data-driven decision support systems with applications in the healthcare, telecommunication and construction industries. His research has appeared in Decision Support Systems, IEEE Transactions on Engineering Management, Internet Research, Simulation Modeling Practice and Theory, Journal of Management & Organisation and Operations Research for Health Care.



Dr. Zaffar teaches in undergraduate, graduate and EMBA in the areas of Management Science, Decision Analysis, Business Intelligence, Technology Design and Innovation Management. With extensive experience in executive education, Dr. Adeel has been the Programme Director for flagship top-tier executive education programmes including Leadership for Senior Executives, Management Development Programme, and a series of customised programmes developed for multiple leading corporates from Telecommunications, Higher education and FMCG sectors at the Rausing Executive Education Centre (REDC), LUMS.

TERMS AND CONDITIONS

ADMISSION PROCESS

Applications will be screened with regard to their suitability for the programme. Kindly ensure the submission of your online application by the deadline. Our online application form is available at <https://redc.lums.edu.pk/programme-calendar>

**Seat in the programme will be reserved on a first-come, first-served basis.*

PROGRAMME FEE

The fee for 4-day residential programme is **PKR 400,000/-** 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.

We offer single bed accommodation at the Rausing Executive Centre. Each bedroom with attached bathroom is equipped with mini-fridge, writing desk and direct dial STD/ISD telephone and cable TV. All bedrooms at REC are internet-ready. Please note we do not provide accommodation for drivers accompanying participants.

PAYMENT

Payment is due upon receipt of the acceptance email/letter along with the invoice. Please ensure that the payment reaches the office BEFORE the start of the programme. Space in the programme may only be ensured after we receive the fee. Payment can be made directly through:

- Debit/credit card by visiting <https://pay.lums.edu.pk>. You can process the payment by selecting REDC payments from the Payment Type Section and entering a valid voucher number and access code mentioned on the voucher. Additional bank charges may apply.
- Cash, Crossed Cheque or Pay Order/Bank Draft made in favor of "Lahore University of Management Sciences" at any United Bank- Limited (UBL) branch against the programme voucher.

However, the programme fee can also be paid via bank transfer. If you wish to dispatch the cheque directly to our office, please send it to:

Manager Marketing
Rausing Executive Development Center
Lahore University of Management Sciences
Opposite Sector 'U', DHA Lahore Cantt Pakistan
(+92 42 3560 8243)

** LUMS is a not-for-profit organisation under the Income Tax Ordinance 2001. Accordingly, the income of LUMS is not tax deductible/collectable.*

DISCOUNT POLICY

If more than two executives from the same organisation participate (up to a group size of 5 participants), each additional participant after the first two gets a 20% discount on the programme fee.

SUBSTITUTES/TRANSFERS AND 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 20,000.

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, 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.
