



Raising Executive
Development Centre

Suleman Dawood
School of Business

A close-up photograph of a conductor's hands holding a baton, set against a blurred background of an orchestra. The conductor is wearing a dark suit jacket. The baton is held in the right hand, and the left hand is positioned to the left, gesturing. The background shows the heads and shoulders of orchestra members, out of focus.

MANAGEMENT DEVELOPMENT PROGRAMME

November 4 - 15, 2024

*ORCHESTRATE
PERFORMANCE*

MANAGING A BALANCING ACT

Managing across functions has become a delicate balancing act in an ever-changing and uncertain business landscape. The rapidly evolving market and relentless pace of competition in an increasingly digital world make this challenge even more daunting. It no longer suffices for businesses and senior executives to align their vision with the inherent functional strengths. Success hinges on businesses' ability to pre-empt and quickly adapt to the changing environment. To navigate this fast-paced and uncertain terrain, today's general managers must adapt to an innovative mindset, recognise the implications of interconnections between all organisational functions and learn to harness the power of data and technology.

The Management Development Programme (MDP) is an intensive two-week immersive experience tailored to equip senior executives with the skills and mindset needed to thrive in a dynamic and highly competitive business landscape. By fostering a deeper understanding of how each function contributes to the organisation's overall success, the participants are better prepared to lead and make data-driven decisions. Ultimately, the programme aims to develop well-rounded leaders who can confidently navigate the challenges of today's uncertain economy and drive their organisations towards continued success.

MDP is designed for the development of senior managers, business unit heads, and professionals aiming for higher management roles. Integrating key disciplines enhances their ability to envision, influence, control, and implement the firm's strategic direction.

PROGRAMME OBJECTIVE

General managers continue to play a critical role in organisational control and performance. They are routinely expected to make complex management decisions across key functions.

The LUMS Management Development Programme (MDP) enables participants to build this integrative perspective. MDP aims to create successful general managers who can leverage their own and their organisations' inherent strengths to deliver 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 your operating unit in a competitive environment
- Develop key value drivers for business performance to achieve long-term growth and sustenance
- Learn best international practices as to how organisations respond to volatility and complexity
- Gain insight into emerging technologies and their application in the context of their businesses
- Understand and harness your leadership capability to lead the organisation effectively
- Gain exposure and insight by interacting with like-minded peers from diverse background



“One of the best executive development programmes I have ever attended. Tailored with a unique blend of pedagogical tools and platforms, MDP is like a mini MBA. All management cadres should experience this transformational programme at least once in their professional career.”

*M. Ahmad Khan
Dawlance Group of Companies*

KEY THEMES

MARKETING

Key principles in the context of marketing in the digital world such as positioning, segmentation, interactivity, value proposition, effectiveness, impact and brand equity

Importance of data and tools in developing and implementing an effective digital marketing strategy

PEOPLE

Focus on strategic human resource management with particular emphasis on recruiting and retaining a diverse workforce (such as millennials, Gen-Z) in work-from-home and hybrid environments

Strategies for performance management and employee engagement; employee well-being

DIGITAL TRANSFORMATION

Recognise threats and opportunities in an increasingly digital world and implications for B2B/B2C organisations

Articulate the vision for a digitally transformed organisation and strategies for the successful pursuit of this transformation

Develop a digital mindset

INNOVATION

Understand the importance of process, culture, organisation and management in developing an innovative organisation

FINANCE

Managing the financial health of the firm, fundamentals of financial strategy, and use of data and models in improving financial management

Understanding the implications of the new age ("digital") economy on financial models

KEY THEMES

SUPPLY CHAIN AND OPERATIONS

Build resilience in supply chain and operations with emphasis on lessons from the COVID and post-covid era

Implications of digital and hybrid business models in the context of managing supply chains; impact of macro-economic conditions and implications for sustainability and value in operations and supply chain

LEADERSHIP

Leadership styles and traits necessary to lead successfully in an increasingly digital world

Communication and personal effectiveness

How to lead and inspire people in uncertain times

STRATEGY


Strategy development and execution

Understand global economic trends, macroeconomic outlook of Pakistan and implications for organisational strategy

EMERGING THEMES

Interactive discussions on emerging themes:

Cybersecurity
5G
Blockchain
Machine Learning
AI and ESG



I had one of the most exciting times of my life during this programme at REDC LUMS. It was like going back to my MBA classes. The curriculum taught was well linked and tested. Case studies and simulations provided a practical view of real-life business situations.

*Muhammad Faizan
Jubilee Life Insurance
Company Limited*

PROGRAMME CURRICULUM

The MDP curriculum has been designed to impart learning that reinforces functional knowledge and bridges the core management areas of marketing, finance, operations, technology, people management and leadership to create functional synergies.

The programme strongly emphasises participant-centred learning, encompassing diverse pedagogical tools such as case-based teaching and immersive exercises and simulations that formulate the foundation for an intellectual and engaging discussion of management theory and practice.

During the programme, participants reside at our purpose-built facility, immersing themselves in a rigorous, real-world learning experience that leads to transformational growth. They gain practical insights and expertise directly applicable to their daily challenges in an increasingly digital world.

HIGHLIGHT OF THE WEEK - ACTIVE LEARNING AND SKILLS SESSIONS

- State-of-the-art business simulations designed to integrate functional and strategic skills to help participants apply the learnings acquired during the programme.
- Exposure to dynamic industry leaders to gain practical insights and to reevaluate your business perspective.
- Engaging reflection and review sessions.

WHO SHOULD ATTEND

The programme is designed for high potential senior executives who have either taken on or are preparing to transition into higher management positions. The participant should have at least 10 years of relevant work experience.

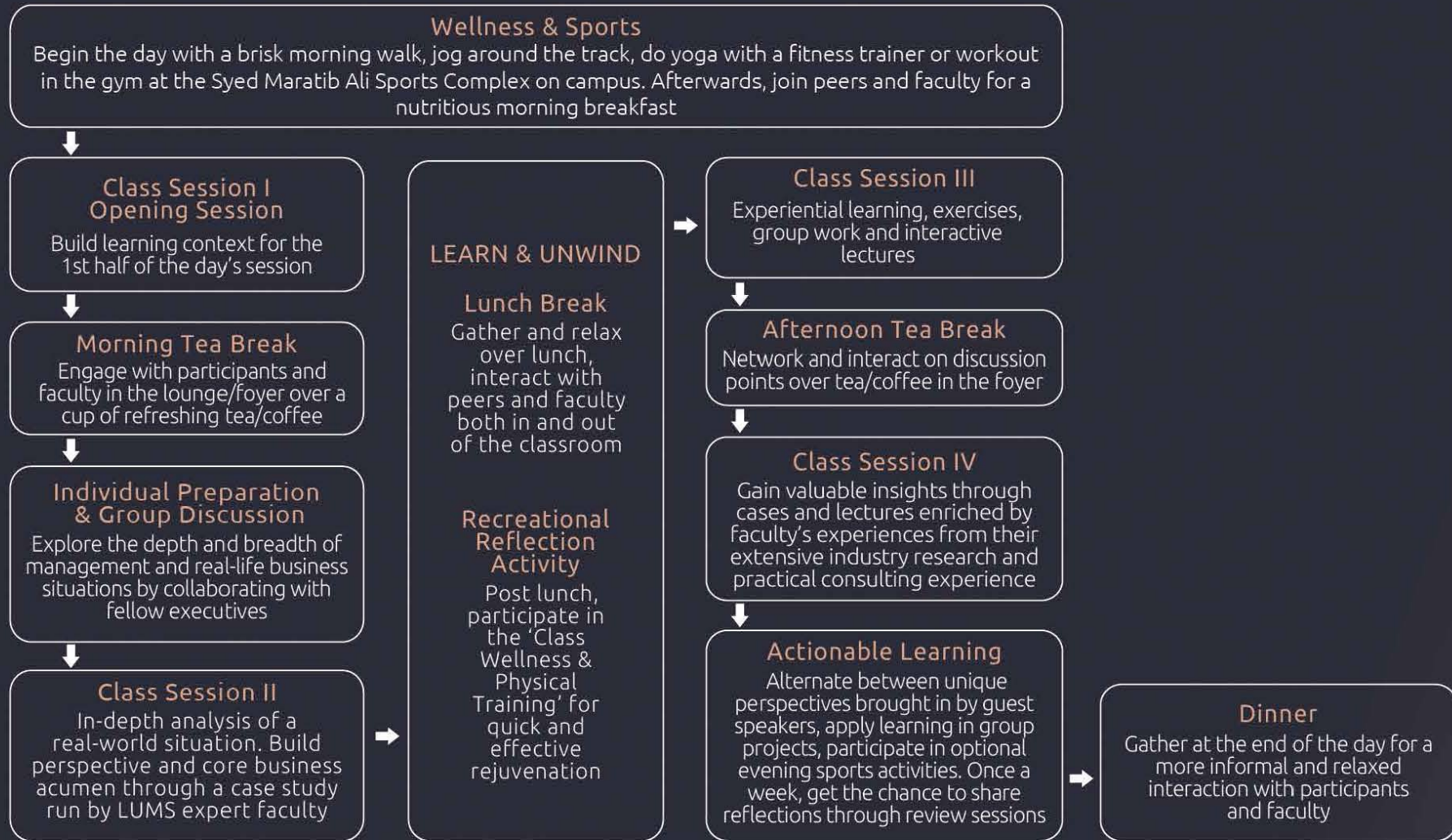
Senior executives require a different skillset to manage wider responsibilities and more complex management challenges. MDP provides an excellent opportunity to develop individuals who, in their current or prospective roles, are required to manage multiple functional areas in an integrated manner and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

A typical participant profile includes:

- Country Managers
- Directors
- Controllers
- Senior Vice Presidents
- CFOs
- General Managers
- Senior Managers
- Divisional Heads

A TYPICAL DAY

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





“MDP is a seamless integration of all basic concepts applied across various industries and businesses. In retrospect, it seems unbelievable that we covered such a wide array of topics in just 12 days. The programme instills a sense of comradery and helps build a potential support system.”

Shaheryar Khan Niazi
Service Sales Corporation

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 20 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.

SOME PARTICIPANT ORGANISATIONS

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

Al-Meezan Investment Management Limited
Allied Bank Limited
Ali Institute of Education
Aon Insurance Brokers
Avanceon Limited
Agro Processor & Atmospheric
Atlas Honda Limited
Bank Alfalah Limited
BASF Pakistan Private Limited
Bin Awadh Al-Naqeeb For Indus
Bulleh Shah Packaging Limited
CCL Pharmaceuticals
China Mobile Pakistan (CMPak)
Complex Kewangan Berhad, Malaysia
CPS Pakistan
Dalda Foods (Private) Limited
Dawlance Group of Companies
Descon Group of Companies
DIC Pakistan Limited
Engro Fertilizers Limited
Engro Foods Limited
Fauji Fertilizer Company Limited
Fauji Fertilizer Bin Qasim Limited
Faysal Bank Limited
Fresenius Medical Care Pakistan (Private) 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 Limited
Intech Process Automation
International Industries Limited
International Steels Limited
Ismail Industries Limited
Jaffer Brothers (Private) Limited
Jubilee Life Insurance Company Limited
K-Electric Limited
Kohinoor Textile Mills Limited
MCB
Maple Leaf Cement Factory Limited
Mari Petroleum Company Limited
Meezan Bank Limited
Metro-Habib Cash & Carry Pakistan
National Clearing Company Of Pakistan
National Bank of Pakistan
NADRA
OA SYSTEMS
ORIX Leasing Pakistan Limited
Pak China Investment Company 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
Pioneer Pakistan Seed Limited
Prime Safety Limited (Midas)
Pakistan Telecommunication Company Limited
Punjab Beverage Company (Private) Limited

Roche Pakistan Limited
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
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
The Arena
Tri-Pack Films Limited
United Bank Limited
Uch Power (Private) Limited
Ufone
Unilever Pak Limited
Unique Food Service Company
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 the 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: <https://redc.lums.edu.pk/applicant/login/?poid=1086>

If you require any assistance while applying online, please contact us by:

Tel: +92-42-35608119 or 35608243
Email: rec@lums.edu.pk

The deadline to apply to this programme is October 1, 2023. 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 the two-week residential programme is PKR 1,000,000/- 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.

The University reserves the right to make changes in its programme policies and fees at any time.

For any further information, you may contact:

Manager Marketing
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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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, the programme fee will be refunded after deducting an application processing fee of PKR 40,000.

It is possible to transfer the 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 the 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 a refund.



Rausing Executive Development Centre



Rausing Executive Development Centre (REDC)

LUMS, DHA, Lahore Cantt. 54792 - Pakistan

Email: rec@lums.edu.pk

URL: <http://redc.lums.edu.pk>

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