



LUMS

Raising Executive
Development Centre

AI-ENABLED ORGANISATIONS

Unlocking Value of AI for Businesses

JUNE 16 - 19, 2025

Suleman Dawood
School of Business



In today's rapidly evolving digital economy, Artificial Intelligence (AI) is fundamentally reshaping how businesses operate, compete, and deliver value. Understanding the strategic impact of AI is essential to make informed decisions, identify new growth opportunities, and navigate the ethical, operational, and organisational challenges that come with its adoption.

This 4-day focused programme is designed to equip executives with the knowledge and skills necessary to integrate AI (AI) into strategic business decisions. This programme offers an understanding of AI technologies, their applications across various business functions, and the ethical considerations involved. Participants will learn to leverage AI to drive innovation, efficiency, and competitive advantage within their organisations.



BENEFITS

Through innovative pedagogical tools, interactive discussions and hallmark case studies, the participants will gain both strategic insight and practical know-how across the following areas:

- **Understand AI Fundamentals:** Build a foundation in key AI concepts, including machine learning, natural language processing (NLP), and generative AI, with a focus on their real-world applications in business and leadership contexts.
- **Strategic AI Integration:** Learn how to identify high-impact use cases and design strategies to embed AI into core business functions, ranging from operations and marketing to customer service, for increased value creation and scalability.
- **Data-Driven Decision Making:** Gain the ability to leverage AI-powered analytics and data-informed decision-making across the enterprise.
- **Ethical and Responsible AI Implementation:** Understand the ethical, legal, and social implications of AI to ensure responsible AI deployment.
- **Leadership in AI-Driven Transformation:** Develop the leadership mindset needed to steer organizations through digital transformation, align cross-functional teams, and build an AI-ready culture.
- **AI Innovation and Business Model Redesign:** Explore how AI enables new business models, and product/service innovation, preparing leaders to drive long-term, sustainable growth through technology.

WHO SHOULD ATTEND

This programme is designed for senior leaders and decision-makers who are driving—or preparing to drive—AI-led transformation within their organisations. It is particularly valuable for:

- **C-Level Executives (C-1 and C-2),** Business Unit Heads, and National Managers seeking to embed AI capabilities into strategic priorities and operational models.
- **Directors and Senior Managers** across innovation, technology, operations, marketing, finance, and human resources who are responsible for leveraging AI to create business value.
- **Forward-looking professionals** aiming to lead organisational change, enhance data-driven decision-making, and cultivate an AI-ready culture.

PROGRAMME DIRECTORS



SULEMAN SHAHID

*Associate Professor, Computer Science
PhD, Tilburg University*

Research Interests:

Computer Human Interaction; User Experience Design and Strategy; Design-Driven Innovation; Digital Experience for Next Billion Users (ICT4D) and Assistive Digital Technologies for Children and Elderly



USSAMA YAQUB

*Assistant Professor Management Information Systems
PhD, Rutgers the State University of New Jersey*

Research Interests:

Social Media Data Analyses; Including Sentiment and Behavior Analyses; Data Mining and studying the use of Twitter for Campaigning during General Elections



APPLICATION PROCESS

Applications will be screened with regard to the suitability of the individual participant profile 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>

PROGRAMME & RESIDENTIAL FEE

The programme fee of PKR 250,000 includes tuition cost, reading materials, tea, and lunch served during the programme. If you wish to avail accommodation at LUMS, there will be an additional fee of PKR 75,000. It includes accommodation, breakfast, and dinner for the duration of the programme. However, any extra charges such as telephones, laundry, extra meals, etc. should be paid on departure. You may check in on the evening preceding the start date of the programme and check out the morning after the programme ends. You are, however, requested to inform us of the time of your arrival and departure.

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.

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.
- TBILL payment option available on online/mobile/internet banking payment portals where Invoice/Voucher payment option can be found.
 - Please enter the assigned six-digits TBILL LUMS identifier (prefix) followed by 13-digit voucher # to fetch bill details i.e., 1058674001802223140. 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 Centre
Lahore University of Management Sciences
Opposite Sector 'U', DHA Lahore Cantt Pakistan

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

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



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