



LUMS

Rausing Executive
Development Centre

Suleman Dawood
School of Business

OWNERS AND DIRECTORS EXECUTIVE MANAGEMENT PROGRAMME

Elevating Enterprises and Cultivating Successors

Module I: September 9 - 12, 2025 | Module II: October 7 - 10, 2025

OWNERS AND DIRECTORS EXECUTIVE MANAGEMENT PROGRAMME

*Elevating Enterprises and Cultivating
Successors*

Running a thriving business demands your full attention, often leaving little time to invest in personal growth and leadership development. Yet, as challenges grow more complex, it becomes essential to broaden your strategic and operational mindset to achieve sustainable growth and scalability. The Owners and Directors Executive Management Programme (ODEMP) offers an exceptional, transformative learning experience tailored for owners and directors of established family businesses and organizations. This programme empowers participants to scale their ventures effectively while ensuring long-term sustainability.

ODEMP is an 8-day modular programme that provides clarity on the critical roles and responsibilities of owners and directors. It is specifically designed to elevate leadership capabilities, helping participants enhance the value and impact of their enterprises. The programme covers foundational and contemporary topics, including strategic planning, business model innovation, succession planning (for family and non-family leaders), technology adoption, scaling operations, sustainability, change management, and responsible leadership.

With ODEMP, you'll gain the insights and tools necessary to lead your business into its next phase of growth and success.

Programme Date:	Module I: September 9 - 12, 2025 Module II: October 7 - 10, 2025
Programme Fee:	PKR 700,000
Residential Fee:	PKR 180,000
Venue:	Rausing Executive Development Centre, LUMS

BENEFITS

If you aspire to achieve a broader global perspective, sharpen your contextual sensitivity, and strengthen your leadership capabilities, the Owners and Directors Executive Management Programme (ODEMP) is your key to unlocking transformative growth. Designed as a catalyst for organisational and personal development, ODEMP empowers you to drive your company's objectives with greater precision and purpose.

Through this programme, you'll evolve into a visionary leader capable of cultivating an adaptable, sustainability-focused culture, championing organisational expansion, harnessing disruptive innovations, and ensuring lasting success for your enterprise.

ODEMP will help you:

- Strategically align your business to achieve sustainable competitive advantage and growth.
- Capitalise on business model innovation and corporate entrepreneurship in an era of rapid change.
- Develop operational strategies to enhance competitiveness, scalability, and excellence in execution.
- Leverage technology to drive growth and transform organisational performance.
- Redefine and contextualise sustainability and the triple bottom line for responsible leadership and management.
- Build a lasting and valuable network with fellow ODEMP participants and their organisations.

CURRICULUM

Immersing participants in vibrant case studies, dynamic faculty interactions, individual and group exercises, and insights from esteemed guest speakers across industries, the programme focuses on organisational excellence, leadership development, and financial success. The key topics tentatively covered include:

- Developing a strategic mindset and innovative business models to drive growth and sustainability.
- Scaling operations while ensuring excellence and consistency.
- Leveraging technology and innovation to boost productivity and profitability.
- Addressing challenges in enhancing the role of professional managers.
- Driving continuous business model innovation amidst rapid technological, social, and cultural shifts.
- Effectively managing complexity, ambiguity, and organisational change.
- Redefining sustainability and the triple bottom line to amplify societal and environmental impact.
- Crafting and executing succession plans for leadership continuity and empowerment.
- Attracting, developing, and retaining top talent.
- Designing and managing transformative change initiatives.
- Building collaborative networks and exploring potential joint ventures.
- Strategising financial models to support growth.

WHO SHOULD ATTEND

The ODEMP programme is designed for business creators and leaders who meet some of the following criteria:

- You or your family hold a significant ownership stake in the company or work closely with the business owners.
 - You are actively shaping the family business's strategy and overseeing its operations.
 - Your family business has grown substantially and has become well-established since its inception.
 - You oversee and drive the enterprise's short- and long-term excellence and sustainability at the enterprise level or within a specific business unit.
 - Your role involves senior-level responsibilities, such as director or head of a business, enabling you to spearhead strategic initiatives.
 - You are part of a multi-generational family business, or an established organisation seeking to sustain and expand its legacy.
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PROGRAMME DIRECTORS

JAWAD SYED

Professor

PhD, Macquarie University, Australia, Academic FCIPD

Research Interests:

Leadership, Teams and Organisational Development; Human
Resource Management; Change Management and Strategy;
Business Communications; Gender and Diversity in
Organisations; Ethics and Human Rights

MUHAMMAD SHAKEEL SADIQ JAJJA

Associate Professor

Post-Doctorate, Stanford University

PhD, Lahore University of Management Sciences

Research Interests:

Supply Chain Management; Technology and Innovation in Supply
Chain Relationships; Social and Environmental Compliance in Supply
Chain Relationships; Operations Management

TERMS AND CONDITIONS

ADMISSION 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>

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

PROGRAMME FEE

The fee includes tuition costs, reading material, tea, and lunch served during the programme. If you wish to avail accommodation at LUMS, there will be an additional fee. It includes accommodation, breakfasts, and dinners for the duration of the programme. However, any extra charges such as telephones, 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.

ACCOMMODATION

We offer single bed accommodation at the Rausing Executive Centre. Each bedroom with an attached bathroom is equipped with a mini-fridge, writing desk, and a 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.
- 1BILL payment option available on online/mobile/internet banking payment portals where Invoice/Voucher payment option can be found. Please enter

the assigned six-digits 1BILL LUMS identifier (prefix) followed by 13-digit voucher number 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
DHA, Lahore Cantt Pakistan
Tel: 042-35608243, 8119 & 8333

** 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 participates (up to a group size of 10 participants), each additional participant after the first two executives, 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 the programme, please notify in writing or on call at least 5 working days before the programme. In case of late cancellation, the course fee will be refunded after deducting an application processing fee of PKR 80,000.

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