



LUMS | Rausing Executive
Development Centre

OWNERS *AND* DIRECTORS EXECUTIVE MANAGEMENT PROGRAMME

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



Suleman Dawood
School of Business

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 organisations. This programme empowers participants to scale their ventures effectively while ensuring long-term sustainability.

ODEMP is an 8-day modular programme that clarifies owners' and directors' critical roles and responsibilities. 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.



“

Game-changing and eye-opening in terms of the future of the business and how to fully utilise our leadership in the industry. We are busy on useless days doing operations, and this programme will make you realise the outstanding opportunity we have as family business leaders.

”

Syed Hasan Haider
Mohib Exports

PROGRAMME BENEFITS

If you aspire to achieve a broader global perspective, sharpen your contextual sensitivity, and strengthen your leadership capabilities. In that case, 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

PROGRAMME CURRICULUM

ODEMP blends strategic insight with practical application—delivered through case studies, expert faculty sessions, interactive exercises, and cross-industry guest speakers. The curriculum is designed to tackle the real-world challenges of scaling, innovating, and sustaining a successful enterprise. Key focus areas include:

Strategic Thinking and Business Model Innovation

Scaling Operations with Excellence and Consistency

Leveraging Technology for Productivity and Growth

Strengthening the Role of Professional Managers

Innovating Amidst Technological and Cultural Shifts

Managing Complexity and Organisational Change

Redefining Sustainability and Impact

Succession Planning for Leadership Continuity

Talent Development and Retention

Leading Transformative Change

Building Collaborative Networks and Ventures

Financial Strategies for Sustainable Growth

WHO SHOULD ATTEND

The Owners and Directors Executive Management Programme (ODEMP) is designed for senior leaders, owners, and decision-makers driving the long-term success and strategic direction of their enterprises. This includes:

Business owners or family members with a significant ownership stake or strategic influence

Directors, heads of business units, or senior professionals responsible for driving strategic transformation

Leaders actively involved in shaping strategy and managing operations of a family-owned or closely held business

Members of multi-generational family businesses or legacy organisations aiming to sustain and expand their impact

Executives overseeing well-established, growing enterprises seeking long-term excellence and sustainability

“

Exceptional course with lots of applicable learning. A few decades (or centuries) down the road, this programme may be one of the stepping stones for building a stronger foundation for our businesses.

”

Habib Elahi
MACPAC Films Limited

PROGRAMME DIRECTORS

DR. JAWAD SYED

*Professor of Leadership and Organisational Behaviour
Suleman Dawood School of Business, LUMS*

Dr. Jawad Syed is a leading academic in leadership, diversity management, and organisational behaviour, with over two decades of global experience. He currently serves as Professor at LUMS and has previously held senior roles at the University of Kent and the University of Huddersfield in the UK.

He holds a Ph.D. in Business from Macquarie University, Australia, and is a Fellow Certified HR Professional (FCPHR) of the Australian HR Institute. He also serves as Co-Chair of EURAM's Gender, Race, and Diversity in Organisations group and is President of the South Asian Academy of Management.

Prof. Syed has published 100+ journal articles and eight books, with work featured in top-tier journals such as Human Relations, Journal of Business Ethics, and British Journal of Management. In 2011, he was awarded the Sitara-e-Imtiaz for his contributions to equality and diversity.

He has advised numerous public and private sector organisations on leadership, HR strategy, ethics, and change management, making his insights especially relevant for business leaders navigating today's complex challenges.



DR. MUHAMMAD SHAKEEL SADIQ JAJJA

*Professor of Operations and Supply Chain Management
Suleman Dawood School of Business, LUMS*

Dr. Shakeel Sadiq Jajja is a Professor at the Suleman Dawood School of Business (LUMS) and currently serves as Associate Dean for Graduate Programmes. A faculty member since 2014, he has also led the Executive MBA, founded the MS in Supply Chain and Retail Management programme, and contributed extensively to executive education through REDC.

In 2023, Dr. Jajja completed a prestigious Fulbright Postdoctoral Fellowship at Stanford University. He holds a Ph.D. in Operations Management from LUMS, an MS in Total Quality Management (Gold Medalist), and a B.Sc. in Mechanical Engineering. He has also trained at Harvard Business School through the Global Colloquium on Participant-Centred Learning.

Dr. Jajja's research on technology, sustainability, and supply chains is widely published in top-tier journals such as Transportation Research Part E, IJOPM, IEEE Transactions on Engineering Management, and Technological Forecasting & Social Change. He has won multiple international awards for research and teaching, including recognition from POMS, DSI, and the Western Academy of Management.

He has developed executive education programmes and provided advisory services to a wide range of organisations including The World Bank, USAID, Haier Pakistan, Carrefour, Atlas Group, PTCL, and multiple government departments and public-sector bodies. His deep understanding of operational excellence, innovation, and governance makes him a highly relevant voice for business owners and directors seeking strategic impact.



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/program-calendar>

Please ensure you complete the online registration on the website by the deadline. The Admissions Committee will review the application and recommend participation or otherwise. After the review, a confirmation email along with the payment invoice will be sent to the participants as well as to the sponsoring executive. A seat in the programme is only confirmed once payment has been processed.

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

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



+92-42-35608119 or 35608243



| rec@lums.edu.pk

Manager Marketing
Rausing Executive Development Centre (REDC)
Suleman Dawood School of Business (SDSB)
Lahore University of Management Sciences (LUMS)
DHA, Lahore Cantt. 54792 - Pakistan



INVESTMENT

The fee for this 8-day modular programme is PKR 700,000. The fee includes tuition costs, reading material, tea, and lunch served during the programme.

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) get a 10% discount on programme fee.

ACCOMMODATION

If you wish to avail accommodation at LUMS, there will be an additional fee of PKR 200,000. 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.

Residential 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-suite bedrooms. Each room is equipped with a mini fridge, writing desk, direct dial telephone and smart 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.

<https://redc.lums.edu.pk>

Rausing Executive Development Centre (REDC)
Suleman Dawood School of Business (SDSB)
Lahore University of Management Sciences (LUMS)



LUMS, DHA, Lahore Cantt. 54792, Pakistan



+92-42-35608243, 35608119 & 35608333



rec@lums.edu.pk



[/redc.execed](https://www.facebook.com/redc.execed)



[/redclums](https://www.instagram.com/redclums)



[/in/lumsredc](https://www.linkedin.com/company/lumsredc)

**Rausing
Executive
Development
Centre**

Learn More

