

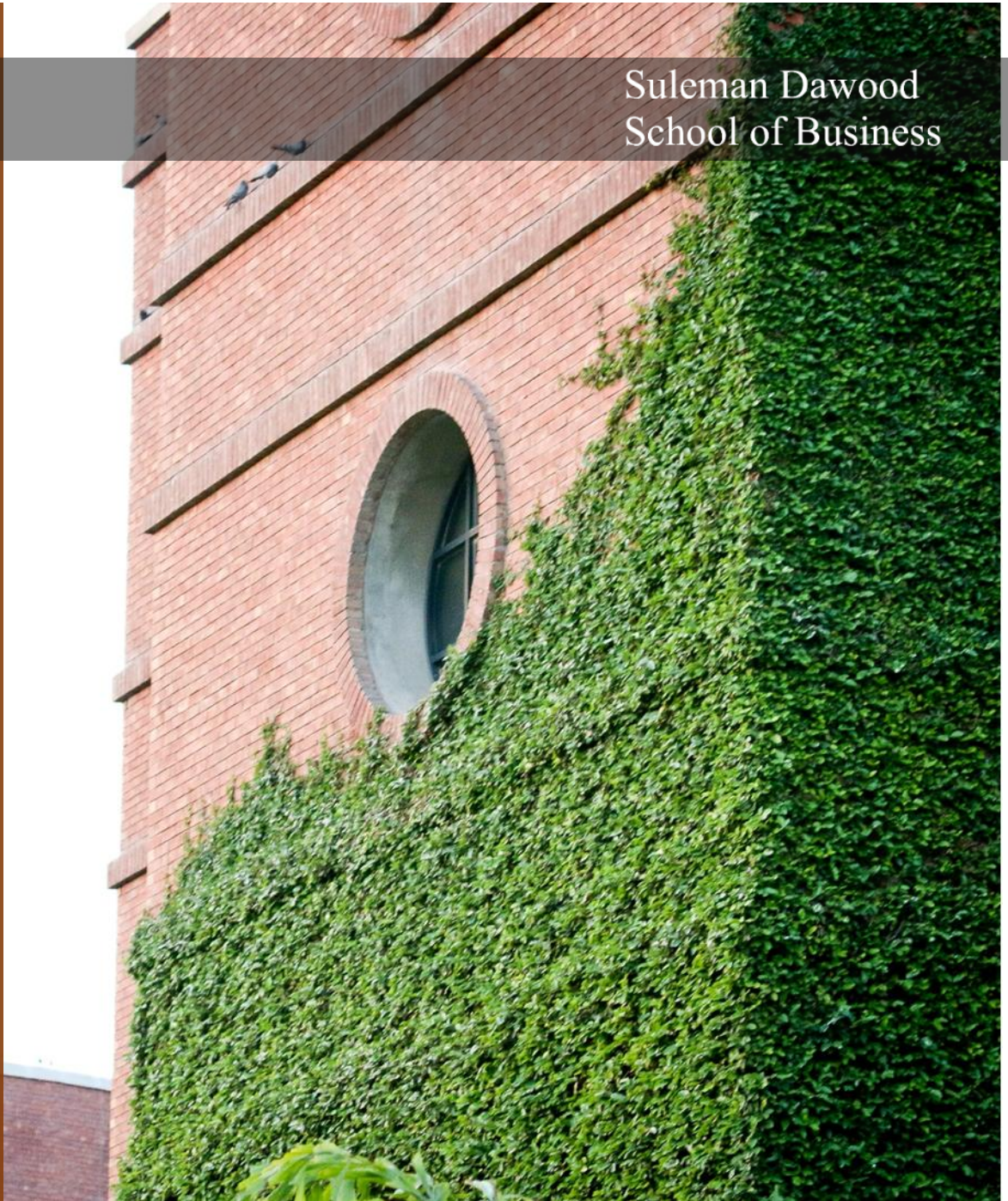


Rausing Executive  
Development Centre

Suleman Dawood  
School of Business

# COMMUNICATION FOR ORGANISATIONAL AND PERSONAL EFFECTIVENESS (COPE)

January 27 - 30, 2026



# COMMUNICATION FOR ORGANISATIONAL AND PERSONAL EFFECTIVENESS (COPE)

In today's corporate world, effective communication is one of the core skills that pave the path for career advancement. The skill becomes even more important while working through crisis situations—which is why the current climate of the world demands its enhancement.

This 4-day focused programme is designed to equip participants with essential tools and techniques that will enable them to communicate effectively with the internal and external organisational stakeholders. Through experiential learning exercises, group activities and peer feedback, participants will develop the oral and written communication skills necessary for personal and organisational efficacy.

## BENEFITS

During the programme, the participants will develop an understanding of;

- Learn the fundamentals of effective business communication in the current context
- Develop competency in writing effective messages
- Become proficient and confident at oral presentations
- Enhance personal communication style that inspires others to action
- Use internal and external communication skills to enhance leadership attributes

### Programme Fee:

PKR 220,000

### Residential Fee:

PKR 100,000

### Venue:

Rausing Executive Development Centre, LUMS

## WHO SHOULD ATTEND

The programme is designed for mid-level managers and executives who want to improve their communication skills and gain a competitive advantage in the corporate world.

*"It was a real-time learning opportunity to enhance my personal and organisational effectiveness through communication. The programme gave me the confidence to share ideas and speak for myself without hesitation."*

**Mubashir Sheikh**  
**British Council Pakistan**

# PROGRAMME DIRECTORS

## ***ANJUM FAYYAZ***

Assistant Professor

PhD, Copenhagen Business School (CBS), Denmark

### ***Research Interests:***

Institutional Theory; Private Sector Development;  
Corporate Social Responsibility; Development Aid  
Intervention; Family Businesses; SME Clusters and  
Networks Development

## ***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



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## 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.

*\* Residential fee and accommodation clause above are not applicable for programme offerings in Karachi.*

### 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 # 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  
(+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, the course 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. The University reserves the right to make changes in its programme policies and fees at any time.*

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