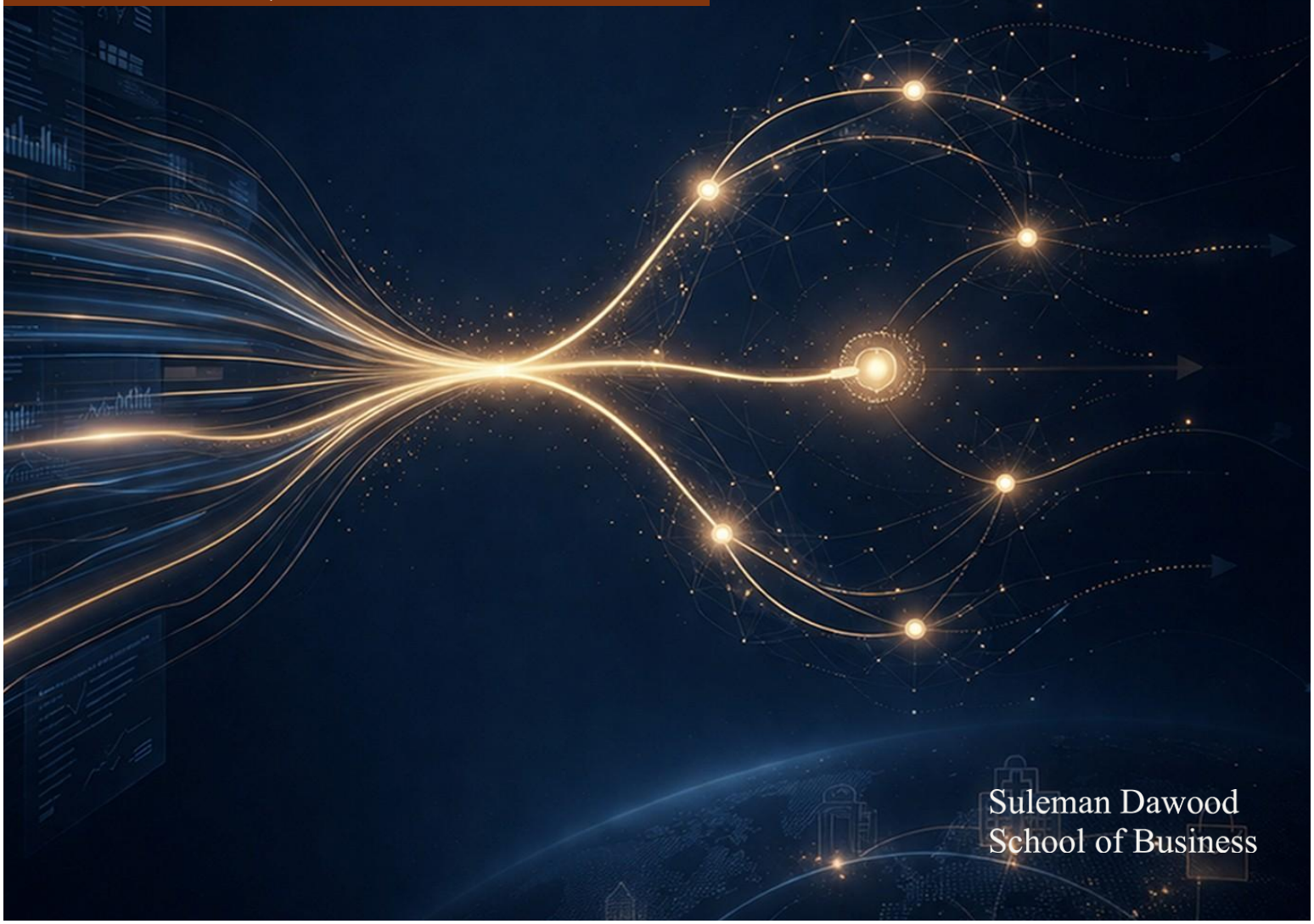
SDSB | Rausing Executive Development Centre

NEW PROGRAMME

GENERATIVE AND AGENTIC AI FOR MANAGERS

October 27 - 29, 2026



Suleman Dawood School of Business

GENERATIVE AND AGENTIC AI FOR MANAGERS

DATE	October 27 - 29, 2026
PROGRAMME FEE	PKR 200,000
RESIDENTIAL FEE	PKR 80,000

As organisations accelerate their investment in artificial intelligence, a critical gap is emerging—not in strategy, but in execution. While senior leaders define AI priorities, it is mid-level managers who are responsible for translating these ambitions into operational reality. Yet, many lack the practical skills and confidence required to effectively deploy AI within their functions.

At the same time, the rapid evolution of generative and agentic AI is fundamentally reshaping how work gets done. From automating workflows and enhancing decision-making to enabling cross-functional coordination, these technologies are no longer experimental—they are becoming embedded in everyday business processes. For managers across functions, the ability to meaningfully engage with these tools is quickly becoming essential.

This new programme is designed for mid-level managers emphasises the practical application of generative and agentic AI. The participants, primarily from non-tech backgrounds, will develop hands-on skills in prompt engineering, agentic AI architectures, retrieval-augmented generation (RAG), and ethical governance. A single session provides a strategic overview to ensure managers can align AI projects with organisational goals without duplicating the extensive strategy focus of the earlier programme.

COVERAGE

Through innovative pedagogy, interactive discussions, and hallmark case studies, participants will explore the foundations of AI and generative AI, prompt engineering, retrieval-augmented generation (RAG), gen-AI workflows, agentic AI, and AI agent design. The programme also covers ethical and responsible AI, along with change management and strategic alignment to help managers support adoption and connect AI initiatives to business goals.

BENEFITS

The programme covers key areas including:

Practical AI Skills: Participants will learn how to effectively interact with GenAI systems and design AI agents. We will focus on job-enhancement skills, improving operational efficiency and mitigating risk.

Cross-Functional Collaboration: Agentic AI enhances collaboration by sharing data and automatically assigning follow-ups. Managers will learn how to integrate AI across functions to drive alignment. Participants will learn use cases across verticals such as HR, Sales, Marketing, and Customer Support to understand the strengths of these systems.

Improved Decision-Making and Productivity: Generative AI and agentic AI automate routine tasks and proactively surface insights. They will learn how agentic AI systems think, learn and act independently, processing real-time information and executing tasks without constant human direction.

Reduced AI Confidence Gap: Surveys show that most executives invest in AI, yet have low confidence in managing AI projects. Only 26 % of executives feel comfortable handling AI initiatives. The programme builds confidence through hands-on labs and real-world case studies.

Organisational Advantage: Participants will learn how implementing such systems will improve productivity, risk management, customer service and innovation across departments (finance, healthcare, insurance and retail).

WHO SHOULD ATTEND

This programme is designed for:

- **Role and experience:** Mid-level managers or high-potential team leads with 4–7 years of experience across functions (operations, finance, marketing, HR, product management or IT).
- **Background:** Primarily non-technical managers seeking practical skills to implement AI initiatives. Previous exposure to AI concepts is helpful but not required; a willingness to experiment and collaborate is essential.
- **Industry:** Open to participants from diverse sectors, including manufacturing, services, healthcare, financial services, retail and public sector.

PROGRAMME DIRECTOR

SULEMAN SHAHID
Associate Professor, Computer Science
PhD, Tilburg University, the Netherlands
EngD, Eindhoven University of Technology, the Netherlands
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 the Elderly

CO-PROGRAMME DIRECTOR

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

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
Suleman Dawood School of Business
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 participate (up to a group size of 5 participants), each additional participant after the first one 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.