SDSB | Rausing Executive Development Centre

Suleman Dawood School of Business

Orchestrate Performance

MANAGEMENT DEVELOPMENT PROGRAMME



MANAGING A BALANCING ACT

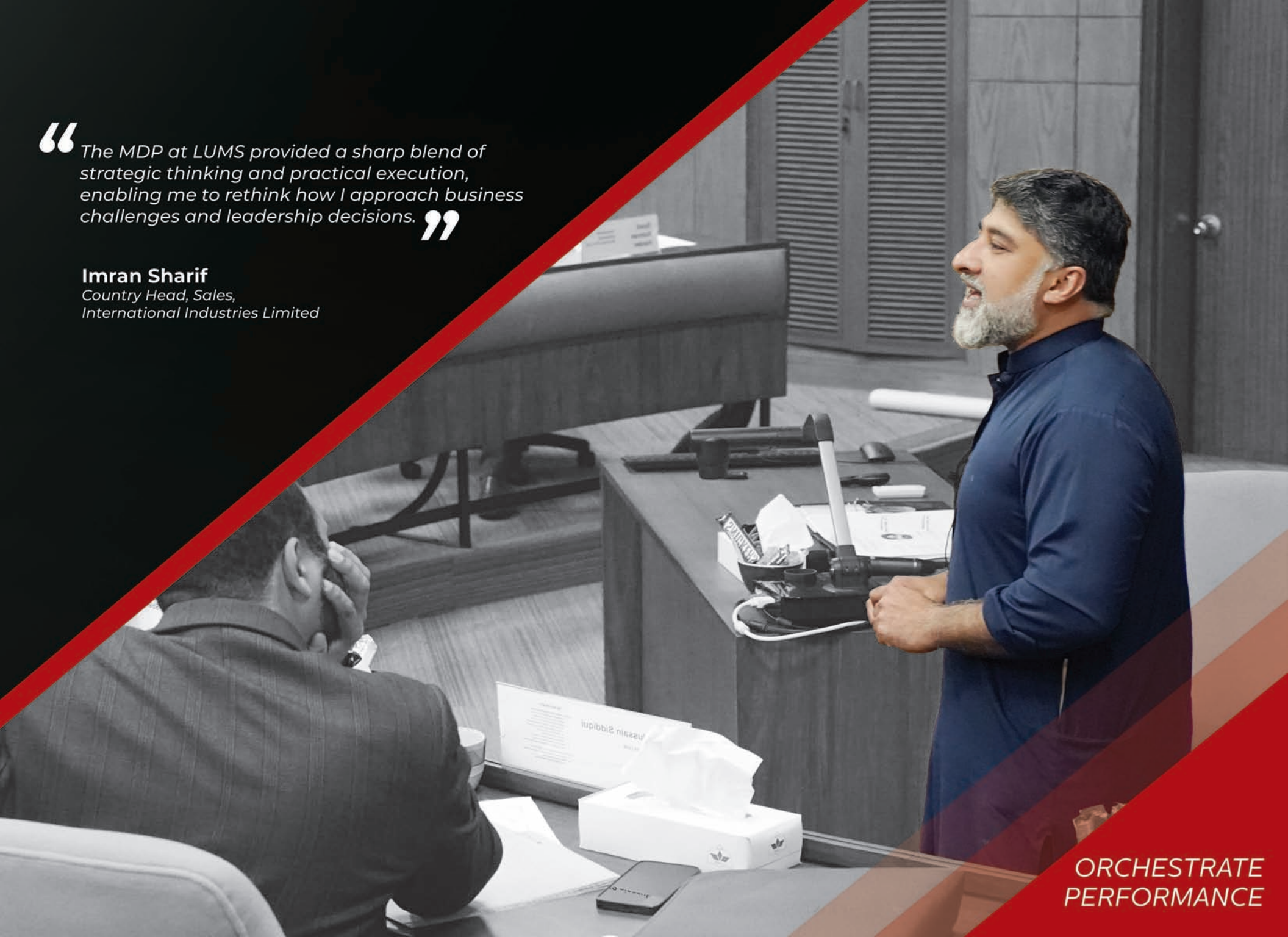
Managing across functions has become a delicate balancing act in an ever-changing and uncertain business landscape. The rapidly evolving market and relentless pace of competition in an increasingly digital world make this challenge even more daunting. It no longer suffices for businesses and senior executives to align their vision with the inherent functional strengths. Success hinges on businesses' ability to pre-empt and quickly adapt to the changing environment. To navigate this fast-paced and uncertain terrain, today's general managers must adopt an innovative mindset, recognise the implications of interconnections between all organisational functions and learn to harness the power of data and technology.

The LUMS Management Development Programme (MDP) is an intensive two-week immersive experience tailored to equip senior executives with the skills and mindset needed to thrive in a dynamic and highly competitive business landscape. By fostering a deeper understanding of how each function contributes to the organisation's overall success, the participants are better prepared to lead and make data-driven decisions.

Ultimately, the programme aims to develop well-rounded leaders who can confidently navigate the challenges of today's uncertain economy and drive their organisations towards continued success.

MDP is designed to develop senior managers, business unit heads, and professionals who aim to have higher management roles. Integrating key disciplines enhances their ability to envision, influence, control, and implement the firm's strategic direction.

MANAGEMENT DEVELOPMENT PROGRAMME



"The MDP at LUMS provided a sharp blend of strategic thinking and practical execution, enabling me to rethink how I approach business challenges and leadership decisions."

Imran Sharif
Country Head, Sales,
International Industries Limited

ORCHESTRATE
PERFORMANCE

PROGRAMME OBJECTIVE

General managers continue to play a critical role in organisational control and performance. They are routinely expected to make complex management decisions across key functions.

The LUMS Management Development Programme (MDP) enables participants to build this integrative perspective. MDP aims to create successful general managers who can leverage their own and their organisations' inherent strengths to deliver results. During the programme, the participants:

- Acquire conceptual skills to understand business functions and their inter-linkages
- Develop the ability to rethink business functions and lead change at different levels of the organisation
- Understand how industry structures work and evaluate how to create value and profit for their operating unit in a competitive environment
- Develop key value drivers for business performance to achieve long-term growth and sustenance
- Learn how organisations worldwide respond to volatility and complexity
- Gain insight into emerging technologies and their application in the context of their businesses
- Understand and harness their leadership capability to lead the organisation effectively
- Gain exposure and insight by interacting with like-minded peers from diverse backgrounds



MANAGEMENT DEVELOPMENT PROGRAMME



WHO SHOULD ATTEND

The programme is designed for high-potential senior executives who have either taken on or are preparing to transition into higher management positions. The participant should have at least ten years of relevant work experience.

Senior executives require a different skillset to manage broader responsibilities and more complex management challenges. MDP provides an excellent opportunity to develop individuals who, in their current or prospective roles are required to manage multiple functional areas in an integrated manner and drive organisational growth.

A typical participant profile includes:

- Country Managers
- Directors
- Controllers
- Senior Vice Presidents
- CFOs
- General Managers
- Senior Managers
- Divisional Heads

ORCHESTRATE PERFORMANCE

PROGRAMME CURRICULUM

The MDP curriculum has been designed to impart learning that reinforces functional knowledge and bridges the core management areas of marketing, finance, operations, technology, people management and leadership to create functional synergies.

The programme strongly emphasises participant-centred learning, encompassing diverse pedagogical tools such as case-based teaching, immersive exercises, and simulations that form the foundation for an intellectual and engaging discussion of management theory and practice.

During the programme, participants reside at our purpose-built facility, immersing themselves in a rigorous, real-world learning experience that leads to transformational growth. They gain practical insights and expertise directly applicable to their daily challenges in an increasingly digital world.

HIGHLIGHTS OF THE PROGRAMME - ACTIVE LEARNING AND SKILLS SESSIONS

- State-of-the-art business simulations designed to integrate functional and strategic skills to help participants apply what they have learned during the programme.
- Exposure to dynamic industry leaders to gain practical insights and reevaluate your business perspective.
- Engaging in reflection and review sessions.





"One of the best programmes in this country, which stretches your strategic thinking capabilities to uncharted areas so that you can enhance your decision-making skills and add value to your respective organisations."

Salman Ahsan
Senior Manager, Finance,
Indus Motor Company Limited

ORCHESTRATE
PERFORMANCE

CORE THEMES

MARKETING AND SALES

Explore core marketing principles, including positioning, segmentation, interactivity, value proposition, effectiveness, impact and brand equity, to develop effective conventional and digital marketing strategies.

Understand Strategic Sales Management fundamentals and learn how to build sustainable customer relationships that drive revenue growth.

PEOPLE

Focus on strategic human resource management with particular emphasis on recruiting and retaining a diverse workforce (such as millennials, Gen-Z) in-person and hybrid environments

Strategies for performance management and employee engagement; employee well-being

DIGITAL TRANSFORMATION

Recognise threats and opportunities in an increasingly digital world and implications for B2B/B2C organisations

Articulate the vision for a digitally transformed organisation and strategies for the successful pursuit of this transformation

Develop a digital mindset

SUPPLY CHAIN AND OPERATIONS

Build resilience in supply chains and operations, drawing lessons from local and global landscapes.

Understand the implications of digital and hybrid business models for supply chain management, macroeconomic conditions, sustainability and value creation in operations and supply chains.

LEADERSHIP

Leadership styles and traits necessary to lead successfully in an increasingly digital world

Communication and personal effectiveness

How to lead and inspire people in uncertain times

STRATEGY AND GOVERNANCE

Develop an understanding of strategy formulation and execution, global economic trends, Pakistan's macroeconomic outlook, and their implications for organisational strategy.

Understand corporate governance principles, including board oversight and leadership's role in ensuring accountability, risk management and ethical decision-making.

INNOVATION

Understand the importance of process, culture, organisation and management in developing an innovative organisation

FINANCE

Manage the financial health of the firm, fundamentals of financial strategy, and use of data and models for improving financial management

Understand the implications of the new age (“digital”) economy on financial models

EMERGING THEMES

Interactive discussions on emerging themes, such as

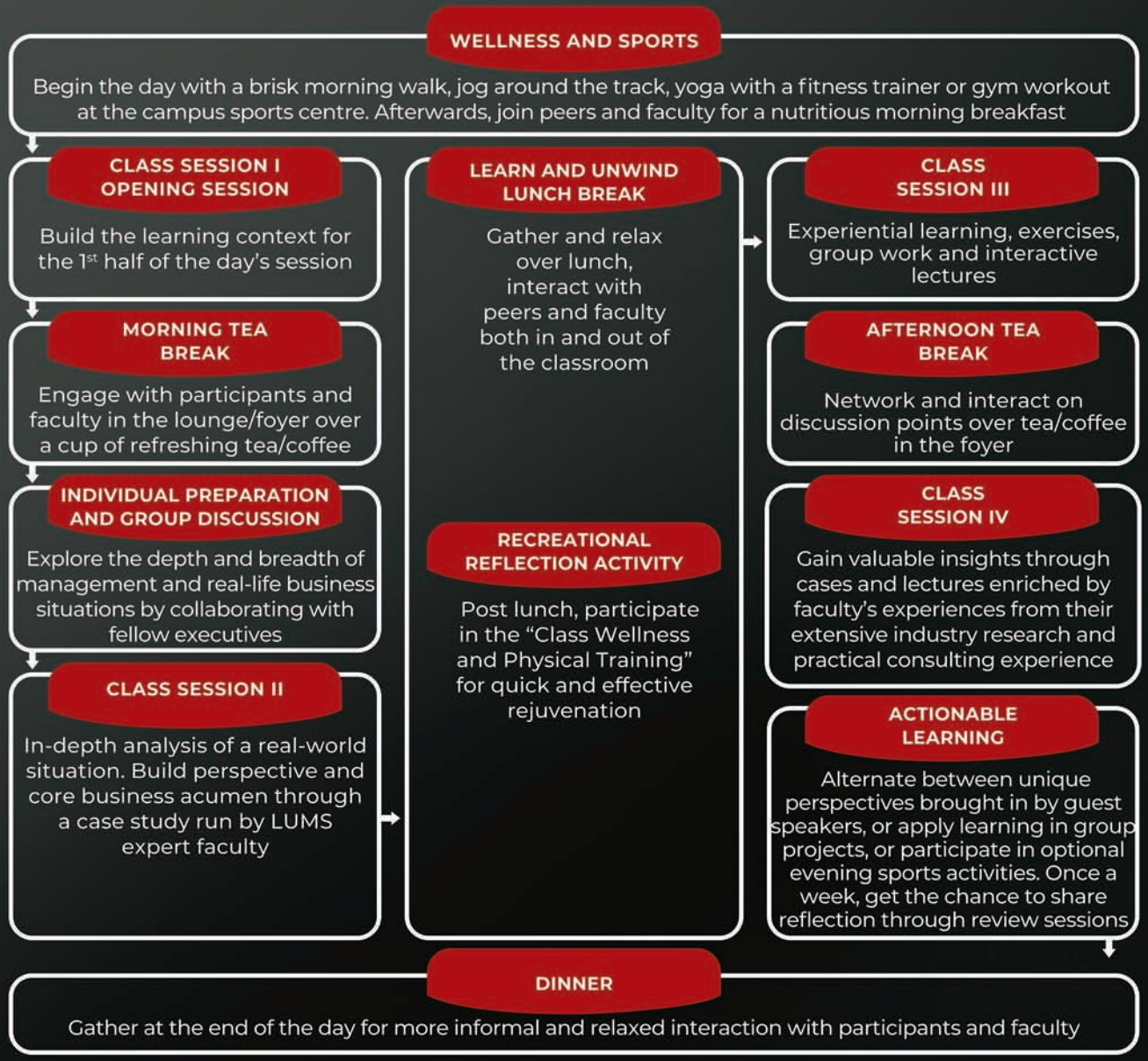
Blockchain
Artificial Intelligence (AI)
Data Driven Decision Making
Machine Learning
ESG
Diversity, Equity and Inclusion (DEI)



ORCHESTRATE PERFORMANCE

TYPICAL DAY

Each day of the MDP is specifically designed to provide value through unique learning opportunities. The programme opens with a formal dinner an evening earlier and an introductory session by the Programme Directors. A typical day at MDP involves rigorous in-class and outdoor learning and interactive activities:



"The LUMS Management Development Programme was a transformative experience that equipped me with the strategic acumen and leadership skills necessary to excel at the C-suite level. The rigorous curriculum, coupled with insightful faculty and diverse peer interactions, broadened my perspective on complex business challenges. I am now poised to drive innovation, foster collaboration, and navigate the dynamic landscape of modern organisations."

Syed Umair Maroof
Director Marketing and Sales
CCL Pharmaceuticals



ORCHESTRATE
PERFORMANCE

PROGRAMME DIRECTORS

Adnan Zahid

Assistant Professor
PhD, CASS Business School, City University

Research Interests:
Brand Management; Status Consumption; Acculturation; Leadership; Consumer Behaviour; Marketing Research; Gender; Religion and Consumer Culture

Muhammad Abdur Rahman Malik

Associate Professor
PhD, Lahore University of Management Sciences

Research Interests:
Creativity; Motivation; Performance Management Systems; Team Building and Leadership

ADDITIONAL FACULTY

Ali Hasanain

Associate Professor
PhD, George Mason University

Research Interests:
Public Policy; Governance; ICT and Development; Institutional Reform; Media Economics

Bushra Naqvi

Associate Professor
PhD, Université Paris 1

Research Interests:
Financial Markets; Risk Management; Corporate Finance

Ehsan-Ul-Haque

Professor Emeritus
PhD, University of Texas at Arlington

Research Interests:
Marketing Management; Business Strategy and The Business of Entertainment

Fazilda Nabeel

Adjunct Faculty
Climate and Water Governance Specialist
PhD, Development Studies, University of Sussex (UK)

Research Interests:
Political Ecology of Climate and Environmental Governance; Climate and Water Justice; Pakistan's Transboundary Water Issues; Groundwater Governance; Nature-based Solutions for Climate Resilience; ESG and Pathways to Net Zero for Businesses

Ghazal Mir Zulfiqar

Associate Professor
PhD, University of Massachusetts, Boston

Research Interests:
Diversity; Equity and Inclusion; Public Policy; Global Production Networks and International Finance

Hassan Rauf Chaudhry

Associate Professor
PhD, North Carolina State University

Research Interests:
Supply Chain Management; Retail Supply Chains; Strategic Sourcing; Vendor Management; Textile and Apparel Value Chains; Supply Chain Risk Management

Muhammad Luqman Awan

Senior Lecturer (SDSB)
PhD Scholar, University of Stirling, Scotland

Research Interests:
Sales Force Management; Marketing Channels; Strategic Sales Leadership; B2B Marketing

Muhammad Shakeel Sadiq Jajja

Professor
Post-Doctorate, Stanford University
PhD, Lahore University of Management Sciences

Research Interests:
Strategic Management; Technology and Innovation; Sustainability; and the Evolution of Business Models and Supply Chains in Emerging Economies

Moeen Naseer Butt

Associate Professor
PhD, Marketing, Ivey Business School, Western University

Research Interests:
Assessing the Impact of Growth; Governance and Geography of Franchise Systems on their Performance; Franchising; Market Development and Marketing-Finance

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

Syed Mubashir Ali

Associate Professor
PhD, University of Manchester

Research Interests:
Corporate Finance; Privatisation Policy; Regulation of Utilities; Financial Institutions & Markets; Social Enterprise

Ussama Yaqub

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

Research Interests:
Social Media Data Analyses, including Sentiment and Behaviour Analyses; Data Mining; and Studying the Use of X (formerly Twitter) for Campaigning During General Elections



ORCHESTRATE PERFORMANCE

LEARNING AT REDC

A Novel Gathering of Accomplished Executives
Established in 1995, the Management Development Programme (MDP) has hosted accomplished senior executives and entrepreneurs from leading business groups, multinationals and public sector organisations. Over more than three decades, MDP has been recognised for its transformational effect.

As a residential programme, MDP provides participants with the unique opportunity to share views, network and bond with each other, and interact extensively with the LUMS faculty. Executives with diverse backgrounds, cultures and corporate values exchange insights and broaden their management perspectives. MDP is a once-in-a-lifetime opportunity in a participant's career, and those who have experienced it become a part of the elite MDP alumni network.

The Case Method of Teaching is a Special Strength of LUMS
The university is at the forefront of developing and using cases in its various programmes. Cases describe actual business situations and bring into the classroom problems and opportunities faced by practising managers. The participants analyse problems, evaluate alternatives and recommend appropriate solutions that help decision-making and problem-solving skills. To enrich the learning process, REDC faculty shares its experience and knowledge culled from the latest academic literature and research, as well as insights gained from working with companies as researchers, consultants and board members.

The extensive experience of the faculty in planning and conducting executive programmes ensures an interactive and stimulating classroom experience for you.

MANAGEMENT DEVELOPMENT PROGRAMME





Grounded in Reality
The senior faculty of LUMS incorporates the latest research and business concepts into the classroom teaching through case studies, lectures, video/computer simulations, and small group activities. We offer an interactive, actionable learning experience for you to develop personal and professional strengths and lead your organisation into an increasingly competitive environment.

Peer Group Learning is an Integral Part of the Learning Process
The dynamic exchange of knowledge and experience among successful individuals from different organisations and functions enhances learning. Valuable ideas and insights are shared with fellow participants and faculty in and out of the classroom. Group study provides a forum where you benefit from the diversity of views, perspectives and abilities of other team members.

"MDP broadened my knowledge across business functions, providing a comprehensive management perspective and sharpening my ability to lead and innovate in a rapidly changing environment. The highlight was engaging with like-minded professionals who were different, bringing diverse perspectives, and eventually focusing collectively on driving sustainable success."

Shahzaib Abbas
COO
Johnny and Jugnu

ORCHESTRATE PERFORMANCE

SOME PARTICIPANT ORGANISATIONS

Some of the companies that have sponsored MDP participants in the past include:

AB Mauri Pakistan
Al-Baraka Bank Pakistan Limited
Al-Meezan Investments
Ali Embroidery Mills (Private) Limited
Allied Bank Limited
Artistic Milliners (Private) Limited
Atlas Honda Limited
Atomic Energy Commission
Authentix, Inc.
Avanceon Limited
Bank Al-Habib Limited
Bank Alfalah Limited
BASF Pakistan (Private) Limited
Bulleh Shah Packaging Limited
CCL Pharmaceuticals
China Mobile Pakistan (CMPak)
Dalda Foods (Private) Limited
Descon Group of Companies
DIC Pakistan Limited
DP World
EFU General Insurance Limited
Engro Fertilizers Limited
Engro Foods Limited
Evyol Group
Fauji Fertilizer Company Limited
Faysal Bank Limited
General Electric, GE
Ghulam Faruque Group
Global Rubber Industries (Private) Limited
Good Luck Corporation
Habib Bank Limited
Haier Pakistan (Private) Limited
Hayleys Agro Products, Sri Lanka
HUM News
Ibrahim Fibres Limited
Indus Motor Company Limited
Intech Process Automation
International Industries Limited
International Steels Limited
Ismail Industries Limited
Jaffer Brothers (Private) Limited
Johnny and Jugnu
Jubilee Life Insurance Company Limited
K-Electric Limited
Kohinoor Textile Mills Limited
KPMG Afghanistan
Kraftcon (Private) Limited
Lucky Core Industries
Maple Leaf Cement Factory Limited
Mari Petroleum Company Limited
Martin Dow Marker Limited
Master Group of Companies
Meezan Bank Limited
Millat Tractors Limited
Mobilink Microfinance Bank
MOL Pakistan Oil & Gas Co.B.V.
NADRA
National Bank of Pakistan
OLP Financial Services Pakistan Limited
Olympia Chemicals Limited
Oman Telecommunications Company
Packages Lanka (Private) Limited
Packages Limited
Pak China Investment Company Limited
Pak-Qatar Asset Management Company Limited
Pakistan Mercantile Exchange Limited (PMEX)
Pakistan Microfinance Investment Company
Pakistan Oilfields Limited
Pakistan Refinery Limited
Pakistan Security Printing Corporation
Procon Engineering (Private) Limited
Pakistan State Oil Company Limited
Pakistan Tobacco Company Limited
Paragon City (Private) Limited
Polish Oil & Gas Company
PricewaterhouseCoopers (PWC)
Punjab Beverage Company (Private) Limited
Qordata
Riyad Bank
Rudolf Pakistan (Private) Limited
Saffron Pharma
SAP
Scilife Pharma (Private) Limited
Savola Packaging Systems, Saudi Arabia
Service Industries Limited
Service Sales Corporation
Shaigan Pharmaceuticals (Private) Limited
Shirazi Trading Company
Siemens Pakistan Engineering
Silkbank Limited
SPAR Pakistan
Sri Lanka Railways
Standard Chartered Bank
State Bank of Pakistan
Sui Southern Gas Company Limited
Synthetic Products Enterprises Limited (SPEL)
Telenor Pakistan
Teradata, Global Consulting Center
Thal Engineering
The Bank of Punjab
The Coca Cola Export Corporation
Transworld Associates (Private) Limited
Tri-Pack Films Limited
Uch Power (Private) Limited
Ufone
Unilever Pakistan Limited
Unique Food Service Company
United Bank Limited
Warid Telecom
Wateen Telecom Limited
Wilshire Labs (Private) Limited

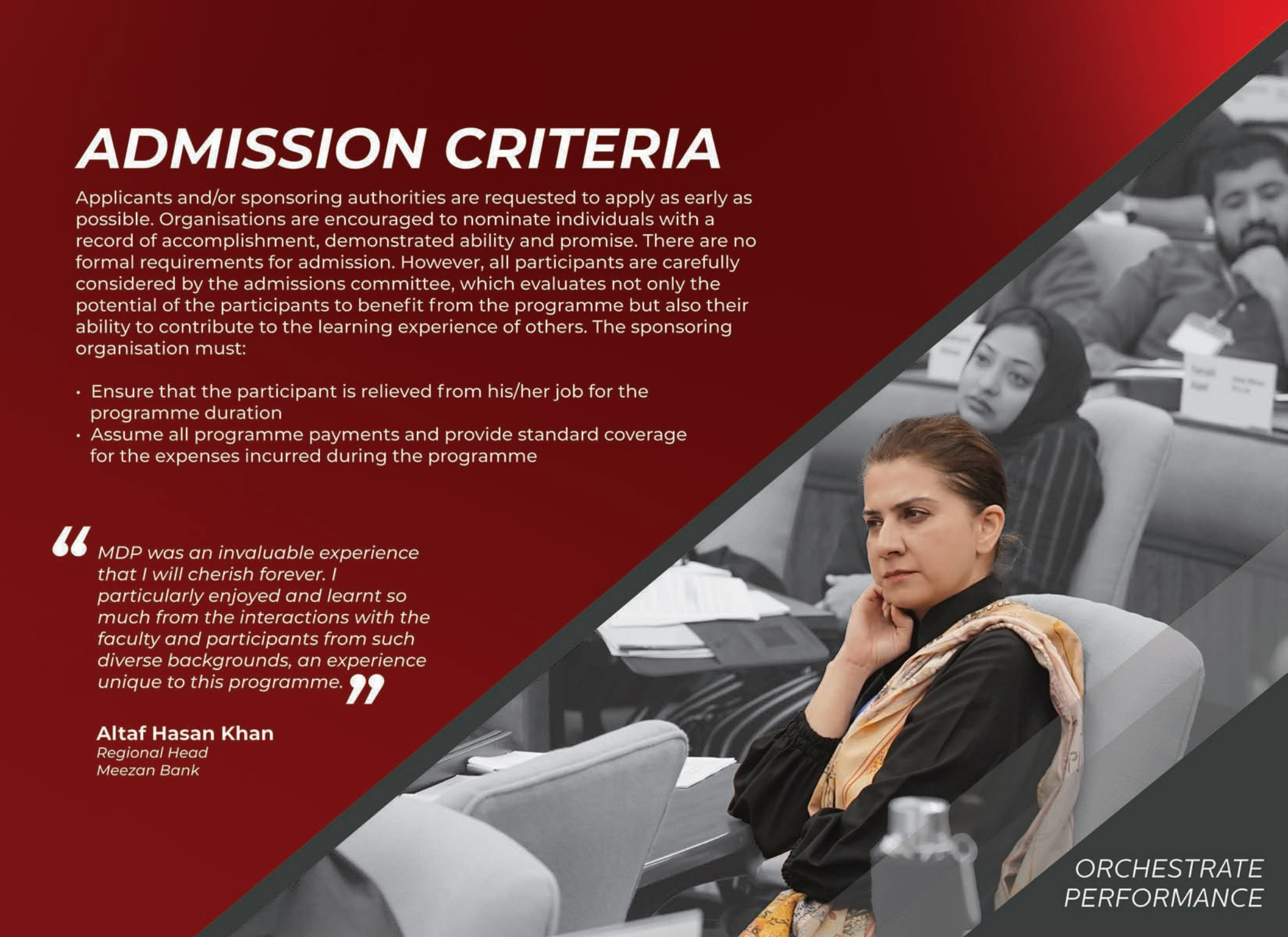
ADMISSION CRITERIA

Applicants and/or sponsoring authorities are requested to apply as early as possible. Organisations are encouraged to nominate individuals with a record of accomplishment, demonstrated ability and promise. There are no formal requirements for admission. However, all participants are carefully considered by the admissions committee, which evaluates not only the potential of the participants to benefit from the programme but also their ability to contribute to the learning experience of others. The sponsoring organisation must:

- Ensure that the participant is relieved from his/her job for the programme duration
- Assume all programme payments and provide standard coverage for the expenses incurred during the programme

"MDP was an invaluable experience that I will cherish forever. I particularly enjoyed and learnt so much from the interactions with the faculty and participants from such diverse backgrounds, an experience unique to this programme."

Altaf Hasan Khan
Regional Head
Meezan Bank



ORCHESTRATE PERFORMANCE

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/calendar.php
If you require any assistance while applying online, please contact us at:

+92-42-35608119 or 35608243
rec@lums.edu.pk
Manager Marketing,
Rausing Executive Development Centre (REDC)
LUMS, DHA, Lahore Cantt. 54792 - Pakistan

Please ensure that you complete the online registration by the deadline mentioned on the website.

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.

MANAGEMENT DEVELOPMENT PROGRAMME

INVESTMENT

The fee for this two-week residential programme is PKR 1,500,000, which includes tuition costs, reading material, snacks, full-board accommodation and meals served during the programme. However, any extra charges, such as personal calls, extra meals for guests, laundry etc., would need to be paid at check-out. The fee is due upon receipt of the invoice and it must be submitted by cheque/bank draft in the name of Lahore University of Management Sciences. Payment should be sent to the mailing address mentioned in the Admission Process.

** LUMS is a non-profit organisation and is exempt from tax deduction/collection under legal provisions of the Income Tax Ordinance 2001.*

The fee mentioned above is valid until June 2027. For the most current fee information and details on substitutes, transfers and refunds, please visit our website: https://redc.lums.edu.pk.

DISCOUNT POLICY

If more than two executives from the same organisation participate (up to a group size of five participants) in a programme, each additional participant after the first two gets a 10% discount on the programme fee.

ACCOMMODATION

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 en-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.



ORCHESTRATE PERFORMANCE

Rausing
Executive
Development
Centre

Rausing Executive Development Centre (REDC)
Suleman Dawood School of Business (SDSB)

Lahore University of Management Sciences (LUMS)
DHA, Lahore Cantt. 54792, Pakistan
+92 42 35608243, 35608119, 35608333
https://redc.lums.edu.pk
© Rausing Executive Development Centre

/in/lumsredc /redc.execed /redclums