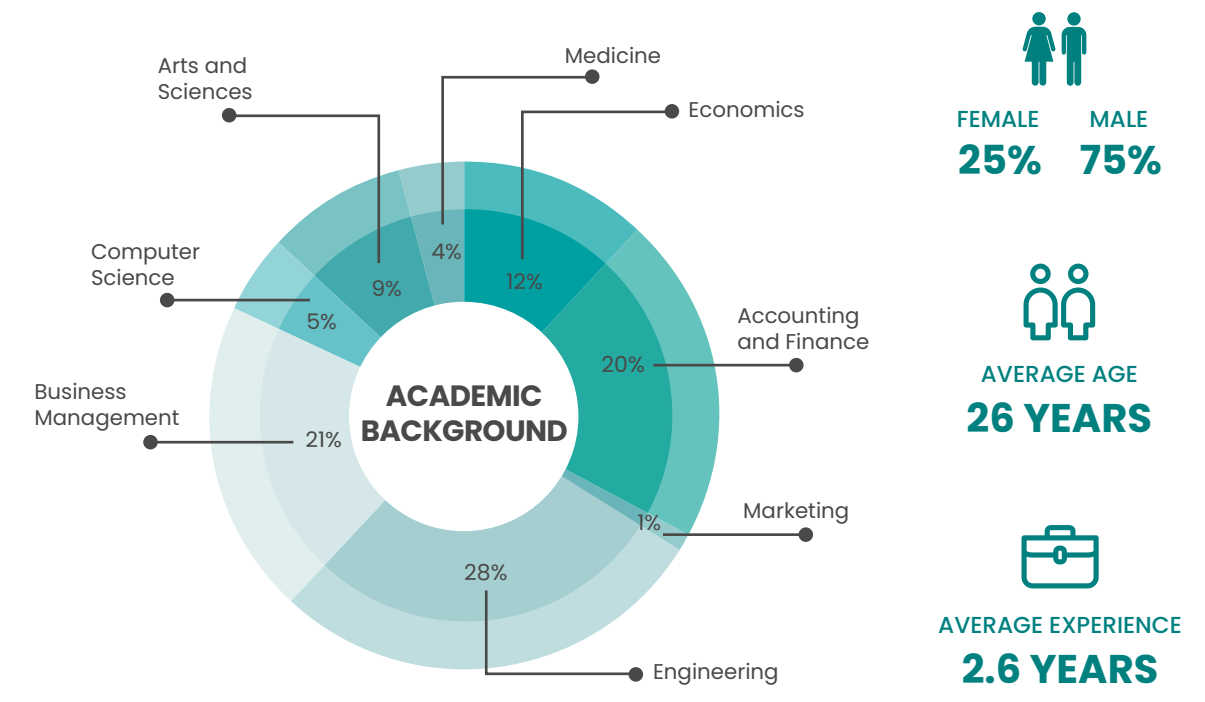




## MBA 2026 CLASS PROFILE



## ADMISSION CRITERIA

Admission is purely merit-based and rests on the following criteria:

- Academic Record
- Performance in the Admission Test
- Work Experience (strongly preferred)
- Two Letters of Recommendation
- Online Application Submission
- Online Submission of Supporting Documents and Fee Payment
- Application Review
- Interview Performance (if called)



## KINZA JAFRI

MBA '23  
Senior Executive  
Performance Management & Analytics  
Telenor



“The LUMS MBA offers a comprehensive curriculum and a collaborative environment that enhances leadership and strategic thinking skills. The case method, with nearly 800 cases throughout the degree, transforms students into better, quicker, and sharper decision-makers. It provides the tools and confidence needed to tackle formidable business challenges head-on. This programme is for anyone aspiring to break through professional barriers and achieve personal growth.”

## FINANCIAL SUPPORT

- 50% tuition waiver to the top talent among admitted students based on the University's merit evaluation
- 50% tuition waiver to admitted students with a GMAT score of 700 or higher, or an equivalent GRE (General) score
- 50% tuition fee waiver for women admitted on high merit under the SDSB Women's Scholarship initiative
- LUMS Financial Aid (for local applicants only) aims to reduce financial barriers to higher education for academically distinguished students. At the graduate level, financial aid is provided in the form of an interest-free loan.
- MCB Student Personal Loan
- Asian Development Bank - Japan Scholarship Program (ADB - JSP)



Learning *Without* Borders



MAKE YOUR **IMPACT**

SULEMAN DAWOOD SCHOOL OF BUSINESS



**LUMS**  
A Not-for-Profit University

DHA, LAHORE CANTT. 54792, LAHORE, PAKISTAN  
 ☎ +92-42 111-11-LUMS (5867) Ext: 2177  
 ✉ admissions@lums.edu.pk  
 🌐 www.lums.edu.pk

Facebook, Twitter, LinkedIn, Instagram, YouTube icons

Photo by: VANTAGE

LUMS/ADMISSIONS/MARKETING/2025 MBA/1/18-24/1



# SULEMAN DAWOOD SCHOOL OF BUSINESS

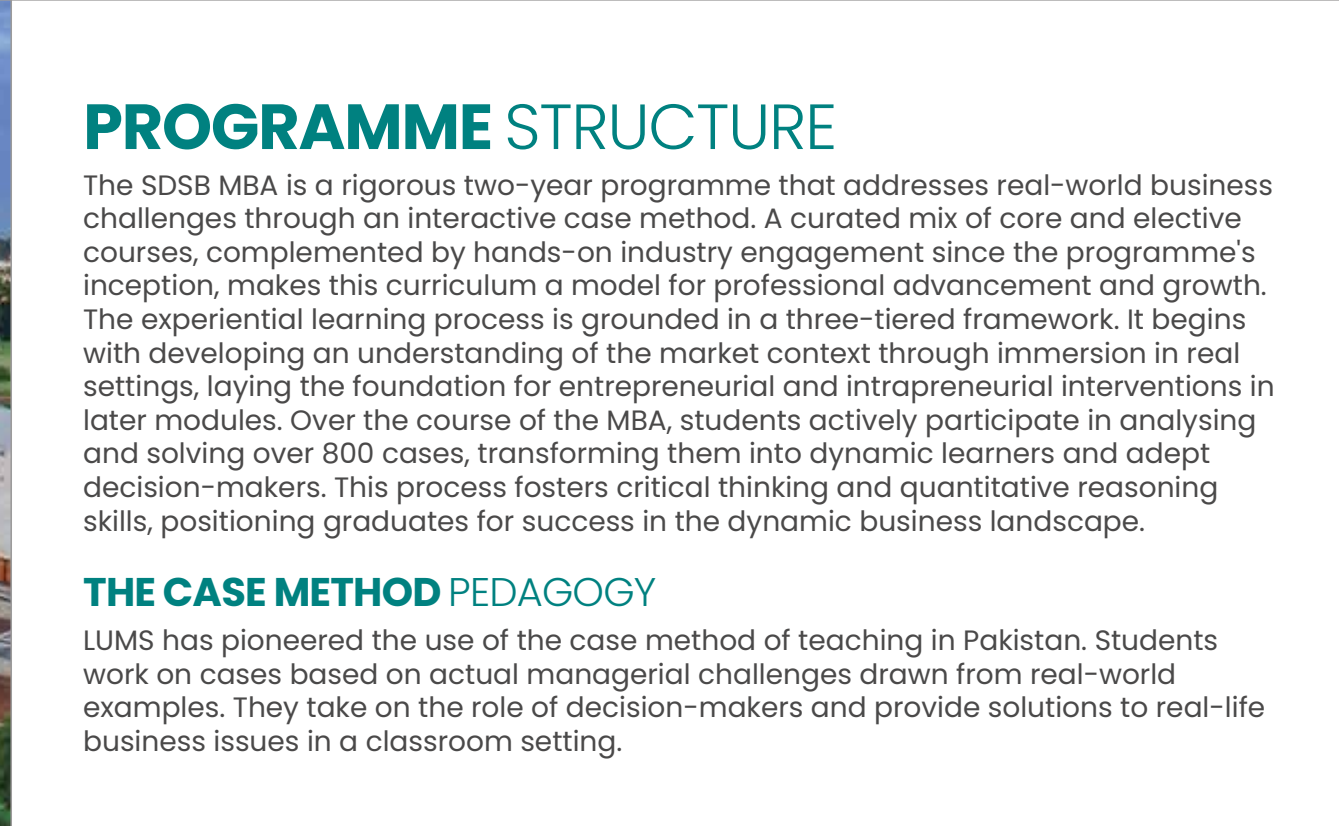
*Developing Ideas and People to Shape Business and Society*

Founded in 1985 as a not-for-profit, LUMS has pioneered innovative educational trends. The expanse of research and teaching at LUMS offers its community 'Learning Without Borders' by breaking academic, geographic, and socio-economic barriers to enhance students' academic exposure and make education accessible to all.

Suleman Dawood School of Business (SDSB) at LUMS is the first business school in Pakistan to achieve AACSB International accreditation (2019), placing it among the top 6% of business schools worldwide. In 2024, AACSB renewed SDSB's accreditation, reaffirming the high quality of its academic programmes in line with global best practices in business education. As a pioneer in case-based teaching in the region, SDSB has the distinction of holding Pakistan's largest collection of business case studies. With a focus on providing thought leadership and driving societal change, SDSB prepares graduates with the skills and competencies to impact practice and excel in today's dynamic business environment.

## WHY MBA AT LUMS?

- Ranked 30<sup>th</sup> in Asia in the QS Full-time MBA Rankings 2025
- Ranked among the top 250 universities in the QS Global MBA Rankings 2025
- Graduates of the SDSB MBA programme experience a 2.6-fold increase in average salary post-graduation, positioning themselves for significant financial and career growth
- Most MBA graduates from SDSB secure key roles soon after completing the programme, transitioning from the classroom to their careers swiftly
- Within five years of graduation, MBA alumni advance to managerial or senior managerial positions, exemplifying rapid career progression across diverse industries



## PROGRAMME STRUCTURE

The SDSB MBA is a rigorous two-year programme that addresses real-world business challenges through an interactive case method. A curated mix of core and elective courses, complemented by hands-on industry engagement since the programme's inception, makes this curriculum a model for professional advancement and growth. The experiential learning process is grounded in a three-tiered framework. It begins with developing an understanding of the market context through immersion in real settings, laying the foundation for entrepreneurial and intrapreneurial interventions in later modules. Over the course of the MBA, students actively participate in analysing and solving over 800 cases, transforming them into dynamic learners and adept decision-makers. This process fosters critical thinking and quantitative reasoning skills, positioning graduates for success in the dynamic business landscape.

### THE CASE METHOD PEDAGOGY

LUMS has pioneered the use of the case method of teaching in Pakistan. Students work on cases based on actual managerial challenges drawn from real-world examples. They take on the role of decision-makers and provide solutions to real-life business issues in a classroom setting.

## SUMMER IMMERSION PROGRAMME (SIM)

The SIM helps develop a strong base for students to succeed in the rigorous two-year MBA programme. It builds knowledge and understanding of fundamentals through communication, business, finance, and computer application modules.

### SHORT COURSES

The MBA programme is meticulously crafted to keep pace with the latest industry trends through half-credit elective courses curated to elevate business acumen. The diverse selection includes transformative courses like Influencer Marketing, Business Case for Climate Action, Emotional Intelligence, and Conflict Resolution\*. Guided by seasoned academics and industry leaders, these electives span over a week, providing in-depth learning experiences. This approach ensures a deep dive into cutting-edge concepts and practical insights from top experts in their respective domains.

\*Course offerings may be subject to change.

## EXPERIENTIAL LEARNING (EL)

The MBA programme is entirely case-based with an experiential learning component through active industry engagement. The EL component includes:

Industry Analysis Exercise  
**EL-I**

My Start-Up  
**EL-II**

Management Consultancy Project  
**EL-III**

