"The universities in today’s world have a greater role to play that means they are moving beyond only teaching in silos, and are moving forward assuming more responsible roles such as guiding the pace of development in business and societal domains. To meet such a challenge, we need a guiding vision and mission of inculcating the love for learning in the students so that they become fully charged to adopt and adapt to the fastest routes of development."

"Since the beginning of Lahore Business School, we have embarked on implementing a vision that will have substantial influence on the future of students, faculty, and alumni. I expect that this collective impact will grow with times to come. Most people around the globe work in organizations with a crucial dearth of leadership. As a business school, we earnestly take our responsibility to develop leaders by providing opportunities for constant transformation. In a word, we take our exclusive strengths to heart and direct them in novel ways to bring our mission to life."

Dr. Mujahid Kamran
Rector
The University of Lahore

Ms. Wajeeha Raoof
Pro Rector
Social Sciences
Prof. Dr. Ijaz A. Qureshi
Dean
Faculty of Management Sciences

Dr. Imran Hameed
Head
Lahore Business School

MESSAGE OF DEAN

We are preparing our students with both proficiency and self-knowledge to lead and transform modern organization in a changing business landscape.

“I am pleased to share that despite many challenging times, we continue to give back with our time, expertise, and financial commitment toward our shared vision. We are preparing our students with both proficiency and self-knowledge to lead and transform modern organization in a changing business landscape. Our programs are deeply rooted in business context and emphasize out-of-the-classroom experiences such as internships, industry visits, consulting projects etc. that strengthen classroom learning and provide career success at the completion of studies.”

MESSAGE OF HEAD

We ensure that our programs are innovative and counter constantly to the ever-changing requirements of society.

“In the 21st century, business studies are becoming extremely complex and have become increasingly entangled. Our prospect students need to be armed with diverse knowledge and skills to encounter those challenges. At the same time, they need to develop a global approach to be able to work fruitfully in the fast-changing world. Being part of an inclusive university, LBS offers its students a broad-based education so they can be well prepared for the challenges after they graduate. We ensure that our programs are innovative and counter constantly to the ever-changing requirements of society, and strive to provide a top-notch learning environment and inspiring educational experience.”

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Founded in 1999, by Mr. M.A. Raoof, under the auspices of Ibadat Education Trust. UoL was granted degree awarding status in 2002. It has created a name for itself in the field of higher education and is regarded as one of the premier private sector universities of Pakistan with diverse disciplines ranging from Medicine and Engineering to Creative Arts and Social Sciences. Our strong emphasis on balanced progress and focus on human capital has allowed us to grow to a student body of about 37,000 across all ‘purpose built’ campuses with students studying in 40 schools. The quality of facilities and research at the university’s seven campuses in 5 cities, has also garnered international recognition. The university is placed among the top 550 universities of the world by Top Universities Guide (www.topuniversities.com). The Higher Education Commission (HEC) of Pakistan has also elevated UoL to its highest “W” category reserved for those institutions that fulfill all criteria of an international quality university.

UoL has strong linkages with the industry, which is of paramount importance for any higher education institution. It enjoys excellent linkages with international universities such as Cambridge University, UK, Xian Jiotang University, China, Yeditepe University in Turkey etc.,. We also have a range of knowledge sharing and human resource development programs with major multinationals of Pakistan. Students at the university can expect excellent skill development programs during the course of their education.

The university also has a number of Technology Park projects such as Media Technology Park, The Creative Village – a premier facility for professional media content, Agri, Technology Park and a Bio Technology Park to support the growth and progressive development of our students and the country’s economy as a whole.

All graduate, postgraduate and research programs run at the UoL are recognized by the Higher Education Commission (HEC) and the respective regulatory bodies of Pakistan.

UoL also pays strong emphasis on research as evident by the research grants available to various departments within the university and its investments into dedicated research projects and facilities such as CRIMM (Center for Research in Molecular Medicine) specializing in cancer research. UoL continues to be at the forefront of research and continually strives to produce excellent graduates in areas of Sciences, Arts, Engineering, Health Sciences, Language and Literature, Information Technology, Management and Business Administration.

UoL also pays strong emphasis on research as evident by the research grants available to various departments within the university and its investments into dedicated research projects and facilities such as CRIMM (Center for Research in Molecular Medicine) specializing in cancer research. UoL continues to be at the forefront of research and continually strives to produce excellent graduates in areas of Sciences, Arts, Engineering, Health Sciences, Language and Literature, Information Technology, Management and Business Administration.
Since its establishment in 1999, LBS has achieved impressive milestones by producing accomplished professionals who have made a best fit with public and corporate world in a highly professional manner. We, at LBS, believe in applied learning experience and development of hands-on problem solving skills, which makes our degree programs challenging, interesting and rewarding.

All degrees at LBS are accredited by National Business Education Accreditation Council (NBEAC). LBS has the strength of over 1500 students in graduate, postgraduate and research programs. We have professional and highly qualified faculty with academic and industrial experience. We are committed to academic excellence and prepare our students to briskly fit into a variety of emerging leadership roles with a knack to tackle critical issues of management arena in the contemporary business world.

VISION

“We are aspiring to develop leaders who can handle complex business environment in an ever changing world.”

MISSION

“The School’s approach holds a sharp focus on coaching our business graduates to innovate and handle complexity in a changing business landscape. We build capacities of future leaders in character and values by inculcating personal and shared ethics. Our prime and distinct endeavor is to foster students with a holistic pursuit of excellence by leveraging teaching, research and entrepreneurial orientation for innovative productivity gains in all areas of education, social and economic domains.”
The University of Lahore aspires to become a nationally and internationally recognized university that distinguishes itself as an imbedding center for outstanding ethical and moral values, teaching quality, learning outcomes and richness of the student experience. The University of Lahore envisions a transformative impact on society through its continual innovation in education, creativity, research and entrepreneurship.

The School’s approach holds a sharp focus on coaching our business graduates to innovate and handle complexity in a changing business landscape. We build capacities of future leaders in character and values by inculcating personal and shared ethics. Our prime and distinct endeavor is to foster students with a holistic pursuit of excellence by leveraging teaching, research and entrepreneurial orientation for innovative productivity gains in all areas of education, social and economic domains.

Our MBA program strives to enable potential of students transforming them into business leaders, having entrepreneurial outlook with strong value system capable to change and improve modern organizations, by providing integrated set of learning opportunities in an innovative environment for larger gain of society and the economy.

Our PhD program aims to produce world recognized scholars capable of creating original and remarkable contributions in management theory and knowledge, by providing benchmark learning and research opportunities of global standards, to deepen understanding of management and improve professionals practice.

Our MPhil program seeks to develop passionate and intellectually curious researchers by providing in-depth training and instilling strong foundations of research concepts, theory, skills and the tool-set necessary to pursue careers in research and teaching around the world.

Our MBA (Exec.) program is a distinct endeavor to enrich personality and professional practice of business managers by refining their existing knowledge, skills and attitude to successfully manage business complexities, facilitating them to take up senior influential positions in the organizations.

Our BBA program attempts to build concrete concepts of the subject facilitating students to become the future business leaders, by means of modern and industry linked curriculum, heuristic teaching, erudite faculty, abundant research opportunities and innovative environment.
Core values are the inviolable commitments that express “who we are as an institution”. They establish principles that infuse all behaviors, practices and activities in the Business School. We believe that, when inspired by the common values, people work most effectively. We consider following core values fundamental to our success:

**EXCELLENCE**
We take personal responsibility for our role as leaders in the pursuit of excellence.

**MERIT**
We are a performance driven, result oriented team where merit is the only criterion for reward.

**INNOVATION**
We embolden and reward individual(s) who challenge the status quo and think beyond the conventional boundaries.

**APPRECIATION**
We acknowledge the skills, expertise, and professional accomplishments of each other expressing gratitude for contributions.

**UNITY**
We encourage collaboration capitalizing on our resources and talents.

**EQUITY**
We believe in justness irrespective of race, color, ethnicity, rank or status ensuring that equal consideration is given to the voice of each and every member of LBS community.

**RESPECT**
We treat each other with civility & dignity, and respect values, beliefs, culture and history that our students and employees bring with them.

**TRUSTWORTHINESS**
We uphold our dependable reputation by fulfilling our commitments with honesty, integrity, and competence.

**STUDENT CENTRICITY**
Our students are at the heart of everything and we believe in making all possible efforts to meet their expectations.

**SOCIAL RESPONSIBILITY**
We are a team of committed professionals contributing to society’s intellectual, cultural, spiritual and economic progress and over-all well-being.
LBS FAMILY

Ms. Wajeeda Raoof
Prof. Dr. Ijaz A. Qureshi
Prof. Dr. Ali Sajid
Prof. Dr. Naheed Sultana
Dr. Imran Hameed

Dr. Faisal Qadeer
Dr. Ramiz Ur Rehman
Dr. Amir Razi
Dr. Atif Mahmood
Dr. Abdullah Ijaz

Dr. Asim Faheem
Dr. Muhammad Iftiqar Ahmad
Dr. Rizwan Ali
Dr. Aqsa
Dr. Rizwan Ali

Dr. Farooq Anwar
Dr. Shafiq Arif
Dr. Ali Asadullah
Mr. Mudasir Hassan
Mr. Yaseer Hassan

Mr. Saad Hussain
Mr. Atif Rana
Mr. Aasim Gill
Mr. Atiq Ur Rehman
Mr. Muhammad Afzal
Lahore Business School is committed to provide an inspiring and energetic learning environment to enable students recognize their individual capacities. We provide an integrated set of learning opportunities for students encouraging them to contribute effectively to the society.

We aim to provide students with:

- A safe learning environment free from harassment and hassle.
- Strong infrastructure i.e. well-equipped class rooms, modern library, study areas, computer labs etc.,
- An understandable system enabling students to focus on their core objectives.
- State-of-the-art curriculum addressing contemporary management issues and industry needs complying guiding principles of Higher Education Commission (HEC) of Pakistan.
- Heuristic teaching making rich use of case studies, videos, activities, role plays etc.,
- Experienced and erudite faculty.
- A fair assessment process aligned with the learning outcomes.
- Support for internship, placements and other career growth opportunities.

QUALITY ENHANCEMENT CELL

Quality Enhancement Cell (QEC) in LBS is an internal contrivance responsible for planning, implementing and evaluating quality enhancement interventions to improve the overall quality of education, channelize & systematize efforts and inculcate a customer focused, quality driven & service oriented culture, making LBS a benchmark for the education industry. We firmly believe that HR performance and processes performance must be integrated together and go hand-in-hand for achieving academic excellence.

KEY RESPONSIBILITIES

As guided by Higher Education Commission of Pakistan, QEC is responsible for:

- Promoting public confidence that the quality and standards of the award of degrees are enhanced and safeguarded.
- Review of quality standards and the quality of teaching and learning in each subject area.
- Review of academic affiliations with other institutions in terms of effective management of standards and quality of programs.
- Defining clear and explicit standards as points of reference to the reviews to be carried out.
- Developing qualifications framework by setting out the attributes and abilities that can be expected from the holder of a qualification, i.e. Bachelor, Bachelor with Honours, Master’s, M. Phil, Doctoral.
- Developing program specifications. These are standard set of information clarifying what knowledge, understanding, skills and other attributes a student will have developed on successfully completing a specific program.
- Developing quality assurance processes and methods of evaluation to affirm that the quality of provision and the standard of awards are being maintained and to foster curriculum, subject and staff development, together with research and other scholarly activities.
- Ensuring that the LBS’s quality assurance procedures are designed to fit in with the arrangements in place nationally for maintaining and improving the quality of Higher Education.
- Developing procedures for the following:
  a. Approval of new programs
  b. Annual monitoring and evaluation including program monitoring, faculty monitoring, and student’s perception
  c. Departmental review
  d. Student feedback
  e. Employer feedback
  f. Subject review
  g. Institutional assessment
  h. Program specifications
  i. Qualification framework
  j. Annual monitoring and evaluation of academic program, faculty and students.

IT FACILITIES

We boast of excellent IT facilities with dedicated PC and MAC labs on premises. High Speed internet is available to students in labs as well as the new wireless service. All LBS students get the following services:

- A dedicated computer login
- Student information login (SIS)
- University Email - ID

The students’ information is stored and accessed via sophisticated University Management System for making us a forerunner in modernizing student data management services within Pakistan.

LIBRARY

LBS has state-of-the-art library with more than 16000 books and a sizable quantity of research journals. In addition, it has access to the best on-line research portals to help students in their research work.
RESEARCH AND DEVELOPMENT

LBS Research Department, under the promising leadership of Dr Faisal Qadeer, strives to achieve research mission which is as follows:

RESEARCH MISSION

“We are committed to achieve global recognition in management research by providing excellent and integrated research facilities addressing national and regional contemporary business and management issues to augment existing knowledge, facilitate teaching, improve professional practice and develop prestigious researchers.”

Principles Underlying Research

The LBS research is based on the following principles of:

• Rigor
• Applicability
• Objectivity
• Generalizability
• Parsimony

Brief explanation of terms:

<table>
<thead>
<tr>
<th>RIGOR</th>
<th>Good theoretical base and sound methodological design</th>
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<tbody>
<tr>
<td>APPLICABILITY</td>
<td>Practical relevance to industry; Actionable solution for Industry</td>
</tr>
<tr>
<td>OBJECTIVITY</td>
<td>Based on facts and findings derived from actual data</td>
</tr>
<tr>
<td>GENERALIZABILITY</td>
<td>Applicable to other setting</td>
</tr>
<tr>
<td>PARSIMONY</td>
<td>Simplicity in explanations</td>
</tr>
</tbody>
</table>

Research Objectives

Following are the objectives of research at LBS:

• To ensure that research plan facilitate LBS vision, mission and long term objectives
• To enhance the LBS’s standing as a research institute of international repute
• To improve the quality and quantity of research, its promotion, and dissemination
• To publish research papers in ISI impact factor/ HEC recognized journals, Scopus and other relevant indexing agencies
• To promote school-wide research culture and encourage LBS faculty to co-author papers.
• To collaborate with other business schools and universities for co-authoring journal articles having joint journal publications and projects.
• To collaborate and build strategic alliances with industry for applied research and enhance community engagement
• To arrange international conferences on emerging themes
• To launch quality research journals in Management and other related fields.
• To conduct research training on periodic basis for LBS faculty and research scholars

Society for Asian Management Research (SAMR), having researchers from within, local and international fraternity is engaged in research activities relating to Management Sciences, its promotion, and dissemination in line with the international standards and best practices.

LBS organized its 2nd international conference which was held on 19th – 21st October 2017. In this regard, 120 papers were accepted in various fields of Business and Management written by 238 authors representing 57 universities from 8 countries including 21 cities of Pakistan. LBS has 4 online issues in 2 volumes of its Asian Management Research Journal.
HOSTELS / ACCOMMODATION
We provide hostel facilities to female students. The students are provided with accommodation, mess and high speed internet. The hostels have a gym and a swimming pool, where students benefit from expert fitness advice and take training classes. We have a facility of three hostels for females:

- Razia Hall
- Fatima Hall
- Shahida Hall

We accommodate housing requests of female students subject to fulfillment of hostel requirements, space availability and the same is served on first come first serve basis, purely on the basis of merit. However, outstation and foreign students may be preferred and put on priority list for allocating hostel rooms.

TRANSPORT SERVICE
We have our own large fleet of buses, mini buses and vans that provide pick and drop facility to its various campuses and around the city. Following are the areas (including but not limited to) that our transport facilities cover:

- Johar Town
- Faisal Town
- Model Town
- Muslim Town
- Gulberg
- Bahria Town
- Sher Kot
- Thokar Niaz Baig
- Bakar Mandi
- Band Road
- Samanabad
- Gulshan Ravi
- Civil court
- Azadi Chowk
- Riwaz Garden
- Islampura
- Alama Iqbal Town
- Guilberg
- Cavalry
- Saddar
- Cantt
- Badia Road
- Garden Town
- Dharampura
- Kahna
- Garhi Shahu
- Baghbanpura
- Shahdara
- EME Society
- Wapda Town
- OPF Colony
- Nasheman-e-Iqbal
- Nawab Town
- Townshipe
- Sheikhupura
- Kasur City

and many more

CATERING & CAFETERIA
We have dedicated student centre and four floors of self-service cafeteria serving delicious continental cuisine. Further, enjoyable snacks are being served through kiosks, celebrated by students as “Food Street”.

SPORTS FACILITIES
We firmly believe that a healthy body is a key to a healthy mind. In this regard, UoL has invested in purpose built sports and recreational facilities which include table tennis, swimming, cricket and football. A FIFA grade football field and track is also being developed along with separate gymnasiums for both male & female students.

CLUB UOL (GYM & SWIMMING POOL)
We have an on campus gym, where students benefit from expert fitness advice & training classes at a much discounted rate.

HEALTH FACILITIES
We have a 230 bedded Teaching Hospital having state-of-the-art facilities for medical treatment, medical teaching and scientific research. The ideal location of hospital provides an easy access to medical students as well as patients. The hospital occupies covered area of 132201 sq. ft. It is equipped with fully functional Emergency, Medical, Surgical & Pediatric ICU, Operation theatres and Outdoor & Indoor Services providing latest Medical, Obstetric, Gynecological, Pediatric, Surgical, Orthopedic, Mental Health, Neonatal, Allied Health, Anesthetic, Physiotherapy and Intensive Care Services to the community round the clock.

The hospital has invested in large scale advanced medical treatment equipment, such as: MRI scanner, CT scanner, Digital X-ray machine, Advanced Cardiac Monitor, ELISA, PCR, etc. All medical services are offered to students and their parents at much discounted rate.

MOSQUE
An elegant mosque crowns the vicinity of enormous university campus. It is an integral part of life for our students, faculty and staff members. It is facilitated with entirely modern features of contemporary era such as separate room for females to pray, fully facilitated auditorium for religious activities & event and an encouraging environment to promote Muslim culture, values and norms.

UoL BBA Student Miss Maryam Moalla won the HEC National Skiing Championship with her team.
STUDENT LIFE AT UOL

UOL has more than 35,000 students and to ensure that every individual who comes to the university gets all the support they need we have a dedicated Office of Student Affairs. The well-being of our students is our primary concern. The Office of Student Affairs (OSA) ensures just that by providing you support and guidance in matters that require professional help.

OSA is the student’s point of contact for all administrative needs, including questions about finance, immigration, student cards, exams or graduation. You can visit OSA in person or email your enquiry. You will also be able to book accommodation and sports and gym facilities through OSA and get advice on careers and placements.

Within this portal you will find services, applications, and solution to your academic & non-academic issues during your time here at UOL. Academic services handle queries regarding student’s letters, semester freeze/withdrawal, issuance of interim/final transcript, examination, issuance of different certificates.

FINANCIAL & SCHOLARSHIPS

Ibadat Educational Trust offers liberal scholarships for the benefit of needy students.
UOL offers full scholarships to students from all across Pakistan with exceptional sports capabilities.

Note: Further information can be obtained from the finance office. Financial services will deal with the students who are seeking help on financial matters like semester fee installments, concession, fines, etc.

STUDENT CLUBS AND SOCIETIES

There are 35 societies currently registered and operated in UOL. The societies are performing well by executing events related to their respective fields.

SPORTS AND RECREATIONAL ACTIVITIES

The Sports and Wellness Department maintains sports facilities and organizes events with wide participation.

COUNSELING SERVICES

During your time at the University of Lahore you may find yourself in a challenging situation that is unfamiliar to you. Our trained staff will help you in:
- CV writing
- Preparing for interviews
- Personal grooming
- Self enhancement

CAREER SERVICES

The career service is here to help you find full-time work and internships as well as offering support with career planning.
CORPORATE DAY AT LBS
STUDENTS’ COUNSELING AND GUIDANCE

LBS provides counselling and guidance to the students mainly by means of Batch Heads and Student counselor/Psychologist.

BATCH HEADS
Batch Heads facilitate students by:
• Monitoring student progression and provide appropriate support, wherever needed
• Identifying probationary, weak students and guide them
• Encouraging students for co-curricular and extra-curricular activities
• Attending to students’ issues of all kind i.e. from personal to career etc., and provide necessary mentoring and coaching etc.

STUDENT COUNSELOR/PSYCHOLOGIST
Student Counselor/Psychologist attends to the psychological issues of the students and provides one-on-one counselling to students to promote psychological wellbeing and behavioural development. The key accountabilities of the role are as follows:

• Provide direct counseling and psychotherapeutic services to the students through evaluation, crisis intervention.
• Develop and apply effective interventions to promote psychological, social, emotional and behavioural wellbeing of students.

STUDENT DEVELOPMENT PROGRAM

LBS has taken skills development of the students outside classroom teaching in the form like workshops, seminars, etc. A comprehensive skill development plan is being offered that has stretched soft skills training to entire programs ensuring student development in terms of learning ladders.

Examples of training workshops being offered at LBS are:
• Managing Business: Sales & Service
• How to Manage Your Boss
• Email Etiquettes
• Managing Performance

• Assertiveness and Self Confidence
• Developing and Sustaining High Performance Teams
• Conflict Management
• Change Management
• Presentation Skills
• Interpersonal Communication Skills
• Enhancing Selling Skills
• Problem Solving & Decision Making
• Professional Grooming
• Stress Management
• Time Management
• Effective Delegation & many more
CAREER MANAGEMENT CELL (CMC)

At LBS, CMC helps students and alumni to create a path toward the career they envision and equips them with the right tools and training to proactively manage their career over a lifetime. It partners with organizations matching their specific needs with individual talents.

CMC also provides necessary training through training workshops, guest speaker invitations etc., inculcating entrepreneurial traits and skills among students to develop personal level of self- efficacy and experience to act out their aspirations and intentions.

CMC MISSION

“To become strategic business partner of LBS by connecting students and alumni with community organizations providing a multitude of opportunities at all levels; also, play a central role in creating and nurturing external linkages”

STUDENT PLACEMENTS

CMC maintains graduate directory and actively places the graduates in leading organizations of Pakistan.

STUDENTS’ CAREER ADVISING

A career advisor helps students gain better understanding of their skills, interest, and personality and educate them about different career possibilities which are suitable for them. S/he helps students on a wide range of issues irrespective of whatever stage they are at, in their career planning process. S/he helps students on writing CVs, application forms, cover letters, supporting documents and provides assistance in improving personal effectiveness and interview skills.

INTERNATIONAL LINKAGES

CMC actively engages to set up international linkages through MoUs and actively follow throughout the calendar year as per agreed terms and conditions. Few such collaborations are as follows:

<table>
<thead>
<tr>
<th>University/University</th>
<th>Country</th>
</tr>
</thead>
<tbody>
<tr>
<td>University of Kuala Lumpur</td>
<td>Malaysia</td>
</tr>
<tr>
<td>Rennes Business School</td>
<td>France</td>
</tr>
<tr>
<td>International Islamic University</td>
<td>Malaysia</td>
</tr>
<tr>
<td>Asia Pacific University</td>
<td>Malaysia</td>
</tr>
<tr>
<td>Gine American University</td>
<td>Cyprus</td>
</tr>
<tr>
<td>HITIT University</td>
<td>Turkey</td>
</tr>
<tr>
<td>Eastern Mediterranean University</td>
<td>Cyprus</td>
</tr>
<tr>
<td>European University of Lefke</td>
<td>Cyprus</td>
</tr>
<tr>
<td>University of FIRAT</td>
<td>Turkey</td>
</tr>
<tr>
<td>National Rabat University</td>
<td>Sudan</td>
</tr>
<tr>
<td>Yeditepe University</td>
<td>Turkey</td>
</tr>
<tr>
<td>XI’AN JAIOTONG University</td>
<td>China</td>
</tr>
</tbody>
</table>

INTERNATIONAL EXPOSURE OF THE STUDENT BODY

CMC works for and ensures provision of institutional support for international exposure of students e.g. arrangement of international study tours, student exchange program etc.

PROFESSIONAL MEMBERSHIPS

- Academy of Management
- British Academy of Management
- AMDIP
- AMDISA

AROUND 5000 LBS ALUMNI WORK OR STUDY IN MORE THAN 15 COUNTRIES WORLDWIDE

OUR ALUMNI

Our Alumni are living examples of business leaders wherever they have served or successful entrepreneurs who have challenged the conventional boundaries, whether locally or internationally, being forefront runners among geniuses and innovators.

ALUMNI ASSOCIATION

LBS has provided exclusive office space for the alumni office as well as other physical, HR and monetary resources for annual alumni dinners, conferences, workshops etc. Alumni Association is playing important role in the overall uplift and development of business school.
The following depicts placement range and extensive array of organizations, from diverse industries, where our graduates are successfully working.