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**University of Central Punjab**



**EXECUTIVE MBA**  
program



# Contents

- Welcome From Pro-Rector
- Program Director's Message
- UCP Approach to Business Education
- Program Overview
- Structure of the Program
- The Faculty
- Key Benefits of the Program
- Campus Facilities and Services

## Welcome From Pro-Rector

Welcome to the University of Central Punjab (UCP), a University which is known for its academic excellence.

We have highly qualified and experienced faculty who are committed to accomplish our mission and goals.

To make your learning experience productive and enjoyable, we have provided the best of the facilities at our state-of-the-art campus.

We have taken a number of initiatives to enhance students skill set to improve their acceptability in the market and industry.

UCP has a very effective system of governance that facilitates the accomplishment of its mission and vision. Through its organizational plan and governing policies, the university creates an environment that stimulates teaching, learning, research, character-building and creativity. Every support is provided for the proper functioning of various organizational constituents which lends UCP to a very congenial, delightful, bright and cheery atmosphere.

I am sure your stay on the campus will be the most exciting event of your life.



**Dr. Muhammad Zafarullah**  
Pro-Rector, UCP  
PhD (Marketing),  
University of Strathclyde, Glasgow, UK  
MBA (Marketing), University of Edinburgh, UK  
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### Program Coordinator

#### Dr. Salman Iqbal

MBA (Australia), PhD (New Zealand)  
Assistant Professor **HoD (Management and Organization Division)**  
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### Program Director

#### Athar Mansoor

MBA, Lahore University of Management Sciences  
MPA, National University of Singapore  
MPP, University of Sydney



### Program Manager

#### Ms. Aneeqa Suhail

Lecturer  
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## Program Director's Message

It gives me great pleasure to introduce the Executive MBA program at the UCP Business School. The Executive MBA has been specifically designed for mid-career managers, seasoned professionals and entrepreneurs who want to sharpen their business, analytical and critical thinking skills. The program aims to prepare students for leadership positions by equipping them with requisite knowledge and helping them understand broader functions of an organization beyond their specialized areas.

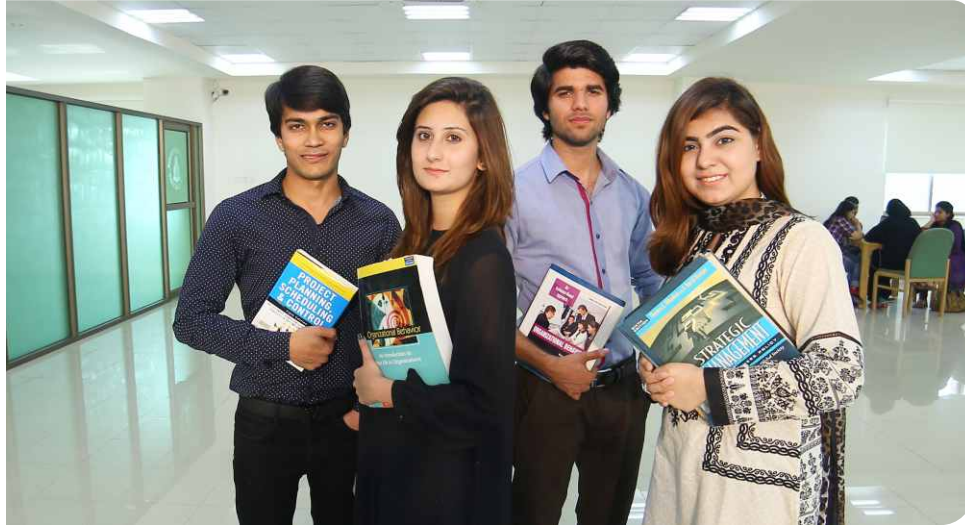
For a highly rewarding and enriching experience, the Executive MBA cohort is delicately selected to ensure maximum diversity in educational and professional backgrounds. The program is rigorous and requires a strong commitment for successful completion. Joining UCP's Executive MBA is an important step to help you inspire and transform the world.



## UCP Approach to Business Education

- UCP Business School is a brand name in the area of Business Studies, trusted by a large number of people. It has a history of more than twenty five years, providing quality education and commitment to excellence. The faculty originated from Punjab College of Business Administration- PCBA (established in 1991), which was a hallmark of business education. Highly qualified and competent team of teachers, state-of-the-art facilities, excellent research environment, both academic and physical resources to groom students are the salient features of this faculty.
- It is the pinnacle and the culmination of untiring and focused efforts of Punjab Group of Colleges. This faculty has served the community with excellence for more than 25 years by providing business education at tertiary level. UCP Business School is an internationally recognized institution of business education. Having professional links with a number of British and American Universities such as University of Stirling, University of Southern California, and Arkansas State University, we have greatly benefited from structures of their business schools and business curricula in our recent academic and administrative initiatives.
- The structure and contents of our programs reflect our commitment to educating business and academic leaders who are analytical, creative, culturally sensitive, and operation effective. A fine balance between rigor and relevance, coupled with learner- centered teaching is the hallmark of our learning culture. We also feel proud to offer a social life on campus which is an excellent blend of modernity and our rich cultural traditions.





## Program Overview

Managers in today's competitive and uncertain business milieu need outstanding management skills and professional acumen. The UCP Executive MBA (UCP-EMBA) program has been specially designed to cater to the needs of mid-career managers, seasoned professionals and entrepreneurs who want to equip themselves with cutting-edge knowledge and concepts to face emerging challenges while remaining fully employed during the pursuit of their graduate studies. UCP-EMBA endeavors to develop pro-active and inventive business leaders for tomorrow where they learn as much from their fellow classmates as from the academically and professionally qualified world-class faculty. The carefully designed curriculum of the programme incorporates latest thinking in management, leadership and strategy applicable in any industry.

The program is Modular and classes will be held every weekend (Saturday-Sunday) to help working professionals work life balance. It will help them to earn a degree without interrupting their careers. The courses in the first year of the program provide

solid foundation for effective learning experience in the second year onwards. The courses have been delicately selected to make UCP-EMBA a unique graduate business degree and adequately focus on both operational and strategic aspects of business organizations. In biweekly sessions on Saturdays and Sundays, the participants gain key insights and new set of skills required for the next level of leadership in an increasingly complex business world.

UCP-EMBA will enable the participants to sharpen their analytical and business skills, hone critical thinking skills, broaden their knowledge of markets, connect to a diverse group of business and organizational leaders, and emerge better equipped for leadership, with a sharper focus on career and life goals. We are confident that you will find the program a transforming experience in your life and career trajectory. Through this flagship program UCP wants to live up to its reputation of being a key source of talent and career development.

## Structure of the Program

The program aims to prepare transformational leaders and, therefore, combines theory and practice, hard and soft skills. The

idea is to help graduates impact their work. The main features of the program are:

- Case studies and simulation exercises
- Field visits
- Guest speaker sessions
- E-modules
- International Study Trip including an executive program with a leading university
- Operations and Supply Chain Management
- Managerial Accounting
- Human Resource management strategy and practices
- Leading Teams in Organizations
- Managerial Economics
- Innovation and Technology Management
- Corporate Governance, Business Law and Ethics
- Corporate Finance
- Power and Politics in Organizations
- Brand management
- Corporate Entrepreneurship
- Conflict resolution and deal making
- Leadership and executive development
- Service Marketing
- International study trip
- MBA project (simulation/system dynamics)

Classes will be held on Saturdays and Sundays at the campus. The program is based on Modules including international study trip and MB Amandatory project. The following Module are integral part of the program:

### Program Modules:

- Data Analysis and Management Decisions
- Strategic management and Decision making
- Marketing Management
- Financial Accounting



## EMBA Project

MBA project is mandatory requirement for completion of the degree. Each student will work on a specific problem or topic that is related to the strategic direction of the organization and is cross-functional in nature. Participants will define and solve strategic problems, explore business opportunities, enhance organizational competitiveness, and improve organizational and

managerial effectiveness. The project has to be decided in consultation with the current employers of the participants and a university assigned project adviser. This project will be used as a tool to assess participants' ability to apply learned tools and techniques to real life problems. The project will be based on Business simulation software.

## Additional Benefits:

1. FREE SAP Training for UCP MBA Executive students
2. Chinese language course (free) optional

For instance, System Dynamics Project is added to the program. This project training will include the introduction to System Dynamics method that can be used by the new recruiters, human resource practitioners and business students to improve their

understanding of the complexities existing in modern corporate world. It will enable students to anticipate and answer the nonlinear behavior within and across organizations.



## International Study Trip

The EMBA participants will undertake one week's international study trip. This trip will help the participants learn best international corporate practices and behavior of competitive markets. During this week the participants will visit top manufacturing and service firms and also get a chance to attend a short executive course with a leading university.

## Faculty

The UCP-EMBA will give participants access to leading scholars and practitioners from a wide array of business backgrounds and disciplines. The experienced and distinguished faculty of UCP Business School, consisting of a fine mix of degree holders from leading foreign and domestic universities, is the main force behind UCP's innovative spirit and keeps students connected to the modern business practices while fostering a dynamic learning environment.



**Dr. Muhammad Shafiq Akhyar**

Associate Dean

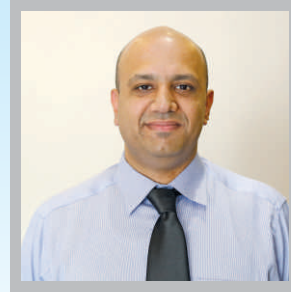
Dr. Muhammad Shafiq Akhyar is an Associate Dean of Administration in UCP Business School. He obtained his PhD in Statistics from Cornell University, USA. He has more than fifty years of teaching and administrative experience at various public and private sector universities. Before joining the University of Central Punjab, he was the Head of the Department of Statistics at the University of Karachi. He has also served for fifteen years, as a senior faculty member, in the Department of Statistics and Operations Research at King Saud University, Riyadh (KSA). His teaching and research interests include experimental design and data analysis. He has been a member of various professional bodies. He has written many research articles in renowned national and international journals.



### Dr. Salman Iqbal

Assistant professor  
**HoD** (Management and Organization Division)

Dr. Salman Iqbal is HoD of Management and Organization Division and Assistant Professor in University of Central Punjab Lahore. Dr. Salman has a PhD in HRM from Massey University, New Zealand. Before PhD, he received MBA degree from University of Wollongong, Australia. Before joining UCP, he had taught as a lecturer at COMSATS, Lahore and Massey University, New Zealand. His research interests include HRM, knowledge management and organizational learning. He has presented his research work in several international conferences. One of his research papers has been nominated as the best PhD paper in Bangkok, Thailand. His research work is published in Journals of Emerald publishing. He has also contributed several book chapters in edited books. One of his book chapter contributions has received a favorable response and the review is published in Australian Library Journal (ALJ). He frequently contributes in international magazines; his articles published in Human Resource Magazine New Zealand have received favorable response. He can be contacted at: salman.iqbal@ucp.edu.pk.



### Dr. Ammar Rashid

Assistant Professor  
**(HoD** Information and operations)

Dr. Ammar Rashid is the Head of Information and Operations Management Division. He previously worked as a faculty member for AUT University, New Zealand in the Business Information Systems Department. Prior to this, he worked as a system analyst/ administrator and project manager on information systems design, development and implementation projects in the corporate and non-profit sector of North America. He has published in Journal of Electronic Commerce Research, International Journal of Innovation and Learning, British Journal of Educational Technology, Journal of Workspace Learning, International Journal of Quality Technology & Quantitative Management as well as other journals and refereed conference proceedings. Recently the book published on Consumer Information Systems by IGI Global has a chapter written by him on Value Co-Creation in Cloud Services. He serves on the editorial board/advisory board of several international journals. His research interests include enterprise systems, business process innovation, customer knowledge management, business analytics, and service systems.



### Dr. Bilal Mirza

Assistant Professor  
(Director ORIC)

Dr. Bilal Mirza completed his PhD in Innovation and Development (Development Economics) from UNU-MERIT, Maastricht University, the Netherlands as a United Nations University (UNU) Scholar. Earlier, Dr. Bilal did his Masters (M.S.) degree in Management of Technology (Entrepreneurship and Innovation Management) from the prestigious Swiss university, the Swiss Federal Institute of Technology (EPFL/ETHL), in 2004 and MBA from University Institute of Management Sciences (UIMS-UAAR) in Rawalpindi, Pakistan in 2001. Dr. Bilal is also a recipient of several grants, including United Nations University scholarship for his PhD studies, UNU fieldwork support, Higher Education Commission (HEC) grant as a researcher, and UNU grant for innovation policy training, among others. Dr. Bilal Mirza is also HEC approved PhD Supervisor. Dr. Bilal has also been involved in several trainings at the UNU office in the Netherlands, covering domain of innovation policy design and evaluation in developing countries. Previously, he was affiliated with the International Islamic University

Islamabad (IIUI) (2004-2006), the Centre for Policy Studies (CPS), at the COMSATS Institute of Information Technology (CIIT) Islamabad (2013-2015) and the Ghulam Ishaq Khan (GIK) Institute of Engineering Sciences and Technology, Swabi (2011-2012). Dr. Bilal has conducted several trainings for policy makers and researchers, including at CPS, COMSATS, the OIC (Organization for Islamic Cooperation) Standing Committee on Scientific and Technological Cooperation (COMSTECH), Pakistan Council of Science and Technology (PCST), Water and Power Development Authority (WAPDA), the National Rural Support Program (NRSP, Pakistan) among several others. Dr. Bilal also has several international research papers to credit and has frequently given talks in Pakistan and at international events in the Netherlands, Switzerland, Germany, United Kingdom, Canada, Thailand, and Malaysia. Currently, Dr. Bilal Mirza is serving as the Director ORIC (Office of Research, Innovation and Commercialization) at the University of Central Punjab.





### Dr. Muhammad Nadeem Dogar

Assistant Professor  
(Director Research)

Dr. Muhammad Nadeem Dogar has PhD degree in Organization Development and Change from the University of Melbourne, Australia that was supervised by Laureate Professor of Management- Cynthia Hardy. He is a qualitative researcher and works in the areas of Organization Development and Change; Leadership; Discourse Analysis and Strategy. He has presented his research work in number of international conferences in the areas of discourse and local government reforms. Currently, he is leading the Directorate of Research at UCP to promote rigorous, relevant and useful research at the University. Mr. Dogar holds dual master degrees in Human Resources Management and Business Administration from Australia and Pakistan respectively. He completed a graduate certificate in Advanced Learning and Leadership from the University of Melbourne, Australia. He was awarded Australian Development Scholarship

twice to do his PhD and Master degrees from Australia.

Further, Mr. Dogar is a LUMS-McGILL fellow and a certified master trainer and business case writer by Lahore University of Management Sciences, Lahore-Pakistan. He developed seven research based case studies for LUMS and now they are being used by different universities as a teaching tool. Mr. Dogar has more than 17 years of work experience.

He worked as a consultant with International Labor Organization, Pakistan; Canadian International Development Agency, Pakistan; Social Enterprise Development Centre of LUMS; Human Resource Development Network, Pakistan and Punjab Skills Development Fund, Pakistan. Currently, he has designed several new courses at UCP in the areas of qualitative research methods; leading innovation and change and Organization Development: Strategy and Change.



### Dr. Aisha Azhar

Assistant Professor (MS/PhD Director)

Dr. Aisha Azhar is the Director of MS/PhD program. She was a Fulbright Scholar and completed her PhD and Master's degrees in Public Administration & Policy

from Florida State University (FSU), Florida, USA. She has also served as General Secretary of Public Administration Graduate Association (PAGA) at FSU, USA. She is currently working on a social project of empowering poor women in Ghazi, KPK, funded by US Educational Foundation in Pakistan.



### Dr. Muhammad Nasir Malik

Assistant Professor  
(HoD Finance)

Dr. Muhammad Nasir Malik is the Head of Finance and Business Economics division. His professional and academic career spans over 10 years during which he has worked on various finance positions in multinational organizations. He has also served as fulltime faculty member in University of the Punjab and COMSATS Institute of Information Technology during this time. He is a holder of the prestigious Chartered Financial Analyst® designation.

However, to further his academic and research interests, he pursued Doctoral degree from Huazhong University of Science & Technology, China. His PhD work is on impact assessment of delisting regulations and market reaction to delisting events in Chinese Stock Exchanges. He has participated and presented his work in various national and international conferences and has published his research work in some prominent journals.

## Key Benefits of the Program

UCP-EMBA participants and their respective organizations will benefit immediately from access to emerging trends, proven

business strategies and the most recent and cutting-edge management practices.

## The UCP-EMBA Participants will be:

- Ready to occupy important leadership positions within their organizations;
- Equipped with advanced management skills while continuing with their current employment;
- Improving and acceleration their professional growth through foreign and national exposures;
- Learning by sharing ideas and experiences within a diverse cohort of accomplished professionals;
- Honing their critical thinking skills and helping their organizations gain and maintain competitive advantage;
- Developing networks with other professionals and entrepreneurs;
- Enhancing interpersonal, leadership, communication and teamwork skills;
- Gaining exposure to a rigorous and demanding routine which will have an important bearing upon their attitudes and behavior



## Campus Facilities and Services

### Library

The University of Central Punjab has a full-service library on campus to serve the study and research needs of its students and faculty members. The Library stocks over 30,000 books and 1800 research projects in print format. In addition, the Higher Education Commission has given our campus access to 12,000

online, full-text journals, international databases, and other material published online worldwide. These invaluable research materials may be accessed by all of our students, even from their home computers.

### Swimming Pool and Gym

To provide a healthy environment to the students, a swimming pool and a state-of-the-art gym is available to students, both males and females separately, for sports and physical activities. Starting university isn't just about studying – it's a time when you

will meet new friends, experience new places and get involved with the numerous social activities that your university has to offer.

### Sports Complex

University of Central Punjab is the only university in Pakistan that is promoting sports at national and international level. Since 2010 till date, owing to our competent and committed sports persons, UCP has been able to grab HEC Men Sports general trophy. UCP has also won house trophy of Fast Sports challenge 2014, 2015 and 2016, House Trophy of UCL Sports Festival 2015, House trophy of BNU BESTIVAL 2014, 2015 and 2016 and declared overall winner of Punjab Youth Festival 2014-15. UCP has won

Best Male Delegation House Trophy at LUMS Sports Festival (SLUMS) 2016, we are proud of our athletes who are continuously achieving the titles of Mr. and Jr. Mr. Lahore, Mr. and Jr. Mr. Punjab from 2013 till date. UCP has won Mr. and Jr. Mr. Pakistan from 2013 till date. Likewise on international level, our sports men have stolen the march in the field of swimming, weight lifting, wrestling etc.



## Admission Requirements

Admission process to the UCP-EMBA is competitive and merit based. The Admissions Committee while selecting the candidates takes into account their career trajectory, intellectual

capabilities and professionalism. All applicants to the UCP-EMBA will be evaluated on the following criteria. Meeting the criteria does not guarantee automatic admission to the program.

- Minimum of 16 years of education in any subject/ field i.e., engineering, business, medicine, social sciences, arts and humanities from a HEC recognized university
- Performance in the UCP-EMBA test
- A minimum of five years of professional experience at middle

management level in business, government or not-for-profit sector

- Statement of Purpose
- Two Professional Letters of Reference
- Interview by the Admissions Committee

Only short-listed candidates will be called for the interview. Sort-listing of the candidates will be done on the basis of past academic

performance, score of UCP-EMBA test and professional experience.

### UCP-EMBA Test

All applicants will have to take UCP-EMBA test in order to be considered for the admission. The test will comprise of quantitative and verbal sections. GMAT scores can also be submitted in lieu of

UCP-EMBA test. GMAT scores are only acceptable if they are taken within the last five years of the application deadline.

### Tuition and Fees

The structure of the fees for the program is as follows:

Tuition Fee	PKR	7,20,000
PKR 40,000 per Module		
Registration and Admission (onetime expenses)	PKR	50,000
Books and reading material	PKR	10,000
Security (refundable)	PKR	10,000
Total	PKR	7,90,000

\*The cost of the International trip, will be informed during second year.