



LUMS^X

PROJECT MANAGEMENT SPECIALIZATION

Master the tools and strategies to lead your teams to success

Specialization Courses:

- Project Management
- The Art of Persuasion
- Business Communication (Optional Add-on)

LUMSx is the center for online learning and professional development at LUMS. We extend LUMS' excellence in teaching and research beyond its borders by leveraging technology and innovative pedagogy. Our courses aim to bridge critical knowledge & skill gaps for Pakistani learners and to meet their diverse learning needs, we offer **Massive Open Online Courses (MOOCs)**, **Hybrid (Online-Cohort) Courses**, **Synchronous (Live-Online) Courses**, and **Free Open Online Courses (OpenCourseWare)**. We intend to harness technology for enhancing access, improving educational quality, and amplifying education's impact.



Format: Online-Cohort

Language: English, Urdu

Start Date: 16th May, 2025

End Date: 7th July, 2025

Registration Deadline: 12th May, 2025

Duration: 1.5 months

Price: PKR. 30,000 *

** Add-on prices are separate*

***Groups of 5 or above can avail group discounts*

ABOUT THE SPECIALIZATION



Our Project Management Specialization is designed to equip you with the tools, strategies, and confidence to lead projects successfully in today's fast-paced digital world. Learn to plan, execute, and deliver results with precision while mastering the skills to inspire teams with our course on Persuasion and Influence. The specialization comprises of two core courses and one optional add-on course:

Project Management: This introductory course covers the fundamentals of project management as well as tools and approaches for developing project management skills and managing successful projects.

The Art of Persuasion: Discover strategies to address diverse student needs, adapt lessons for various learning styles, and ensure that every student has access to meaningful and relevant educational experiences.

Optional Add-on Business Communication: This discounted self-paced course is strongly recommended for recent graduates or early-career professionals to build a solid foundation in professional communication principles.

WHO IS THIS SPECIALIZATION FOR?

This specialization is designed for early to mid-career professionals, as well as recent graduates entering the workforce who want to develop or enhance their project management skills to excel in their roles. Whether you are managing projects within your organization, leading teams, or aiming to transition into a project management role, this course provides you with practical tools and strategies to effectively plan, execute, and deliver successful projects. It is also valuable for educators and individuals looking to streamline workflows and drive impactful results in their professional environments.

SPECIALIZATION STRUCTURE



In this specialization, you will take two core courses and have the option to take one add-on.

CORE COURSES

These are essential *online-cohort* courses that must be taken to complete the specialization.

1. **Project Management** (3 Weeks)
2. **The Art of Persuasion: Mastering Interpersonal Dynamics and Negotiations** (2.5 Weeks)

The cost of the specialization with core courses is **PKR.30,000**

OPTIONAL ADD-ON

This is a optional *self-paced* course to enhance your specialization

1. **Business Communication: Transformative Strategies for Professional Growth**

For a detailed overview of discounted add-on pricings, view the pricing table on the next page.

SPECIALIZATION PRICING

This page details the pricing breakdown of the specialization, including for add on courses. Installation Payment Plans are available.

CORE COURSES

Course	Specialization	Individual
Project Management	18,000	20,000
The Art of Persuasion	12,000	13,500
Total:	30,000 (Save PKR.3,500)	33,500

OPTIONAL ADD ON

Course	Specialization	Individual
Business Communication	12,000 (20% off)	15,000
Total with Add On:	42,000 (Save PKR. 6,500)	48,500

SPECIALIZATION DATES

This page details the key dates for the specialization*

**Dates may be subject to change*

KEY DATES

Specialization Dates: May 16th to July 7th, 2025
Registration Deadline: May 12th, 2025
Project Management: May 16th – June 16th, 2025
The Art of Persuasion: June 24th to July 7th, 2025

LIVE CLASSES

Course	Live Class Date
Project Management	Live Class 1: May 19th, 2025
	Live Class 2: May 27th, 2025
	Live Class 3: June 2nd, 2025
The Art of Persuasion	Live Class 1: June 27th, 2025
	Live Class 2: July 7th, 2025

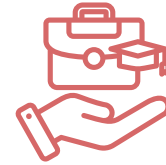
SPECIALIZATION FEATURES



Tools & Techniques for Success



Real-World Business Application



A Competitive Edge in Your Career

The specialization offers various features to improve your learning experience and apply the concepts that you have learnt:

- Specialized Content on Scrum, Agile and Lean Methods
- Reflection Opportunities with Course Instructors
- Generative AI for Project Management
- Peer Reviewed Assignments
- Teaching Team Support
- Project Management Templates and Tools
- Case Study and Scenario-Based Learning
- Industry-Expert Interviews
- Individual and Specialization Certificates

PROJECT MANAGEMENT

This introductory course covers the fundamentals of project management as well as tools and approaches for developing project management skills and managing successful projects. Acquiring this fundamental knowledge of project management will assist you in creating effective strategy, managing and organizing tasks and lead you to successfully completing small-to-complex projects. Additionally, you will learn from experts in the field and real-life examples, that will enable you to better understand project management. And most importantly, you will also gain an understanding of different career pathways in the ever-dynamic field of Project Management.

COURSE INSTRUCTORS



JAZIB ZAHIR

*CEO, Tintash
Adjunct Faculty, LUMS*

Jazib serves as the Chief Executive Officer of Tintash (Pvt) Ltd, a software services studio in Pakistan where he has been involved in product development for a range of global clients including Sesame Workshop, Houghton Mifflin, BBC, Carnegie Mellon University and others. He also serves as the Director of the LUMS Center for Entrepreneurship. Jazib has completed a BS in Electrical Engineering from Stanford, an MBA from the Lahore University of Management Sciences (Pakistan) and an Ed.M. in Technology, Innovation and Education from Harvard.



KAMIL HASSAN

*Authorized Trainer,
Project Management Institute*

Kamil has been associated with project management field since 2001 and has worked with reputable companies like Siemens, ICI, Warid. His primary focus has been technology projects in corporate sector. Kamil has worked in local and international projects. He has completed electrical engineering from University of Engineering and Technology (U.ET Lahore), M.B.A from Lahore University of Management Sciences (LUMS) along with PMI (Project Management Institute USA) certifications (PMP, RMP, DASSM, ACP).

COURSE OUTLINE

MODULE

MODULE DESCRIPTION

Why Project Management?	In this module you will learn about myths and misconceptions regarding Project Management. You will also learn how the discipline varies across fields and which skills are gained that can be transferred to different domains.
Project Management	In this module you will gain knowledge about what a project entails, how to manage projects and the main components of a project lifecycle. In addition, you will learn about the role of a project manager and develop an understanding of various types of projects and their needs.
Phases of a Project Lifecycle	In this module you will go over the life cycle of a project. You will become acquainted with the different phases of a project, what happens in each phase and learn about specific tools that will enable you to effectively complete each phase in the cycle of a project.
Project Management Methodologies	In this module, you will learn about multiple project management methodologies and understand the context in which each methodology lies. You will be able to compare and contrast different methodologies to choose the perfect fit for your project.
Project Risks	In this module you will be able to understand and identify various risks associated with projects and how to respond to these risks. In addition you will go over project success and failures by learning from the experience of Project Managers working across different fields.

COURSE OUTLINE

MODULE

MODULE DESCRIPTION

Key Competencies

This module will be your key to understanding what competencies you require to successfully complete projects and manage teams which involve various stakeholders. You will also learn from anecdotal and experiential evidence from our expert project managers.

Organizational Context to Project Management

It is highly valuable to understand the context in which your organisation operates. Therefore, in this module you will be able to understand the organisational context and how to drive change as a Project Manager. You will also learn how to decipher which organisational structure may be most effective and appropriate to use in your context.

Become a Project Manager

This module offers all the practical ways in which you can understand project management and learn about the ethical considerations of the role. It outlines potential career pathways in the field and where and how to get certified as a Project Manager. Additionally our experts will also guide you through their experience in the field.

THE ART OF PERSUASION:

Mastering Interpersonal Dynamics and Negotiations

This course delves deep into the mechanics of persuasive communication, equipping you with the tools to engage, influence, negotiate and persuade more effectively. Through a structured journey across various modules, you will learn to wield powerful questioning techniques, structure compelling arguments, and utilize strategic language to shape perceptions and drive decisions. Each section of this course is designed to build a comprehensive skill set in persuasion, with each module focusing on a unique aspect of the process. You'll start by mastering the basics of persuasive communication, then advance through strategic networking, and finally tackle the challenges of dealing with difficult personalities and situations.

COURSE INSTRUCTOR



ATIF RAHIM KHAN

Adjunct Faculty

Suleman Dawood School of Business, LUMS

Atif Rahim Khan is a seasoned professional serving as Adjunct Faculty at the Lahore University of Management Sciences (LUMS) and concurrently holding the position of Senior Leadership, HR Consultant, and Facilitator at Avail. Professor Khan earned his MBA in International Management from the prestigious Thunderbird School of Global Management, where he also founded the Adrenaline Club. His expertise lies in the realms of capacity development, leadership, human resources, and learning and development. With a rich and diverse career, he has contributed significantly to various organizations, including roles as Adviser at the Commonwealth Foundation, UK, and Senior Capacity Building Specialist at the Sustainable Development Policy Institute.

COURSE OUTLINE

MODULE	MODULE DESCRIPTION
Welcome!	In this module, you will get introduced the instructor and course content.
Mastering Persuasive Communication	In this module, you will master essential tools and techniques for impactful communication in the workplace. You will learn to use persuasive questions, structure compelling arguments, and explore strategies to influence leadership and team efforts.
Strategic Networking for Enhancing Persuasion Skills	In this module, you will learn to strategically use advocacy and gratitude to enhance your networking skills. You will explore the importance of reciprocal relationships, deepening connections through shared experiences, and techniques for maintaining effective professional conversations.
Dealing with Difficult Personalities and Situations	In this module, you will learn strategies for engaging with narcissists, diffusing anger, handling insults, and offering sincere apologies to rebuild trust. You will also cover how to identify and avoid conversational terrorism, equipping you to manage difficult interpersonal dynamics confidently in both personal and professional settings.
Persuasion in Negotiations	In this module, you will learn essential strategies for effective workplace negotiations, including information gathering, strategic use of silence, and handling complex negotiations with flexibility. You will explore advanced persuasive techniques like 'consistency traps' and conflict resolution to break deadlocks. By the end, you will be equipped to turn challenging negotiations into successful agreements.
Conclusion	In this module, you will conclude the course and provide your feedback.

BUSINESS COMMUNICATION:

Transformative Strategies for Professional Growth

The Business Communication course is meticulously designed to equip you with the necessary skills and knowledge to excel in professional communication. Whether you are just starting your career, looking to improve your workplace communication, or aiming to enhance your leadership capabilities through effective communication strategies, this course offers valuable insights and practical tools to help you achieve your goals. You will build a solid foundation in professional communication principles, equipping you with the skills needed to excel in your role as a project manager.

COURSE INSTRUCTORS



DR. SHEZEEN HEMANI

*Assistant Professor,
Suleman Dawood School of
Business, LUMS*

Dr Shezeen Hemani is a PhD in Management from Adam Smith Business School, University of Glasgow and is an Assistant Professor at SDSB, LUMS. Dr Shezeen has over 10 years of teaching experience at undergraduate, graduate and executive levels having taught courses in Organizational Behavior, Business Communication, Business Venture Proposal Writing and Leadership. Besides her academic engagements, she is currently leading Aga Khan Education Board for Central Region as Chairperson.



ATIF RAHIM KHAN

*Adjunct Faculty
Suleman Dawood School of
Business, LUMS*

Atif Rahim Khan is a seasoned professional serving as Adjunct Faculty at the Lahore University of Management Sciences (LUMS) and concurrently holding the position of Senior Leadership, HR Consultant, and Facilitator at Avail. Professor Khan earned his MBA in International Management from the prestigious Thunderbird School of Global Management, where he also founded the Adrenaline Club. His expertise lies in the realms of capacity development, leadership, human resources, and learning and development.

COURSE OUTLINE

MODULE

MODULE DESCRIPTION

Basics of Effective Communication

In this module, you will discover the fundamentals of communication and its vital role in success. You will also explore various facets and core competencies of effective communication.

Communication in the Professional Context

In this module, you will learn about a variety of communication concerns faced by employees in their workplaces and how these can be tackled through different communication strategies and techniques. You will further get a chance to listen to different industry experts and learn about their expectations for communication in the workplaces in Pakistan.

Verbal Communication in the Workplace

In this module, you will learn how to tackle the challenges and risks of communication across different settings, including virtual and cross-cultural environments. You will also get to study real-life scenarios, reflect on a case study, and learn the art of leading meetings, delivering impactful presentations and understanding the nuances of persuasive conversations, giving and receiving feedback, and conflict management. Lastly, the module will guide you on how you can boost confidence and improve your personal brand online and offline.

Written Communication in the Workplace

In this module, you will explore how to write effective emails, compelling reports, and winning proposals.

Leveraging Technological Tools for Communication

In this module, you will learn how to enhance your communication skills using various technological tools and platforms.



Enroll in our **Project Management Specialization**
today and start your transformational journey
with LUMSx!

[ENROLL NOW](#)

Reach out to our team at:
contactlumsx@lums.edu.pk
+92 321-0667775

Seeking a tailored solution for your organization's needs? **Connect with us** to develop **customized courses** for your organization