



The LUMS^x Perspective

Volume.4

Credits

Cover Art	Faryal Aslam
Writing	Noor Ul Ain Sohail Mariam Kamal Soofi Mahnoor Hayat Minahil Noor Faryal Siddiqui Umme Kalsoom Nighat Riaz Raahim Nasrullah Ayesha Sohail
Layout & Composition	Zahra Aamer
Technical Support	Muhammad Abdullah Qureshi
Media Support	Shahrukh Sami
Logistics	Arslan Akhtar Khan
Proofreading & Editing	Claude Al Bot
Brainstorming & Structure	Minahil Noor Faryal Aslam
Supervision	Faryal Aslam

Table of Contents

5 **THANK YOU TO BABAR ALI FOUNDATION**

6 **DIRECTOR'S MESSAGE**

8 **VISION & MISSION**

Access
Quality
Impact

10 **LUMSx DEMOGRAPHICS**

11 **OUR LEARNING PRODUCTS**

Early Childhood Education
Specialization

Foundation of Early
Childhood Education
Numeracy & Literacy
Social Emotional Learning

Introduction to Python
Data Analytics & Visualization
with Power BI
AI for Educators
AI Prompt Engineering Essentials
Entrepreneurship 101
Fundamentals of Project-Based
Learning

17 **PERSONAL & PROFESSIONAL DEVELOPMENT**

Interior Design Masterclass

English for Work
Essential Skills for First Time
Managers

19 **OPEN COURSEWARE**

Mastering Computational
Problem-Solving: An Overview of
CS310 Algorithms
Introduction to Pashto
Introduction to Persian

21 **ARTICLES**

How Online Learning is
Expanding Opportunities for
Women in Pakistan
Embracing the Shift: Advancing
AI Literacy @LUMSx

24 **RESPONSIVE LEARNING:
FILLING CRITICAL GAPS**

LUMS Freshman Foundation:
Creating Thriving Communities
with Pro-Social Skills & Wellness
Adapting to a Changing
Landscape: In the Works - A New
Era of Islamic Finance Education

27 **LEARNER'S PERSPECTIVE**

29 **INSIDE LUMSx**

Team's Introduction

33 **LIFE AT LUMSx**

Retreat: Abbottabad & Khanaspur

Team Buildings

Kite-Making Activity
Ramadan Special
Vision Board for 2026

Women's Day

Eid-ul-Fitr

Post NEXUS celebration at Urban
Kitchen

Dr. Suleman Farewell at Freddy's

37 LUMSx MASS-SCALE IMPACT

PepsiCo Roshan Kal

Business Line, Iraq

Multan University of Science &
Technology

Ferozsons Laboratories Ltd.

44 REPRESENTING THE VISION – GLOBAL AND LOCAL ENGAGEMENTS

From Proof of Concept to Scale:
SOT XIX

LUMS Global Alumni Connect:
Navigating the AI Frontier with
Hamza Aftab (OpenAI)

NEXUS 2026





“LUMS and the LUMSx Team is indebted to the Babar Ali Foundation for their generous funding to support the cause of LUMSx.”

Director's Message



Pakistan stands at a defining moment. We are a young nation, more than 60% of our population is under 30, with the sixth-largest workforce in the world and roughly two million young people entering the labour market every year. Yet opportunity has not kept pace with potential. Youth unemployment sits above 11%, and even as our IT sector exports over \$2.6 billion annually, employers face a chronic shortage of skilled developers, data scientists, and AI specialists. Too many graduates leave university without the skills the economy now demands.

The nature of work itself is changing beneath our feet. Globally, employers expect 39% of workers' core skills to change by 2030. An estimated 170 million new roles will emerge this decade while 92 million are displaced, a transformation that will reward those who keep learning and leave the unprepared behind. Upskilling and reskilling are no longer optional; they are the price of remaining relevant. This is the challenge LUMSx exists to meet.

Looking back on my first eight months in this role, my core commitment to you remains as steadfast as ever: we are dedicated to extending LUMS's four decades of academic excellence beyond our campus walls, delivering world-class, locally grounded education to learners wherever they are. We continue to pair market-ready professional programs with free, high-quality courses open to all, because we believe great education is a public good, not a privilege.

This first newsletter marks the beginning of that journey. I invite you to learn with us, build with us, and help shape a more skilled, more equitable Pakistan.

Dr. Ihsan Ayyub Qazi
Faculty Director,
LUMSx



Three years ago, LUMSx was a concept as we believed online learning was an experimental area worthy of tinkering but there were still question marks over its actual scale and impact. But an excellent team of creative, technical and ambitious people was put together, many course areas were dabbled in and partnerships were built.

At this point, we can proudly share that LUMSx is much beyond a proof of concept. It occupies a key place within the landscape of LUMS and higher education in the region. Alongside centers for executive training and lifelong learning and centers focused on domains like AI and healthcare, energy and Islamic finance, LUMSx makes sure the university stays relevant in the key area of online learning.

This includes helping our masses upskill in areas as diverse as teacher training, AI and business skills. But it also includes providing free of cost content to the curious and to support people looking to catch up on their learning needs through a convenient medium. The vision behind LUMSx stays being able to reach the most people in the most convenient way.

As thousands of users leverage our content, it's most rewarding to meet with the individuals we benefit. Through our conferences and live sessions, I've met people taking our courses while working on power plants in Baluchistan or while engaged in senior positions in roles as diverse as government, real estate and public sector teaching.

But the most exciting part of LUMSx is how we are a testbed for experimenting with new and exciting areas in online learning. Whether we are tinkering with AI in assessments or testing the market appetite for developing expertise in emerging areas like early childhood education, semiconductors, AI agents or data centers, we are a playground for our students, faculty and community at large.

We believe we're at the start of a growth phase at LUMSx with many exciting developments ahead for our many stakeholders. We look forward to providing leadership to the many online learning initiatives around us and integrating the ethos of online scalable learning into the very fabric of our community.

Jazib Zahir
Director,
LUMSx

Vision & Mission

VISION

To extend LUMS' excellence in teaching and research beyond its borders by leveraging technology.

OUR PROCESS

We, at LUMSx, believe that technology can play an enormously assistive role in furthering learning and equalizing socio-economic opportunities for learners. To make "Learning without Borders" a reality, we follow a simple framework.

ACCESS



We act as an innovation hub in digital learning that bridges barriers of time, cost, location, and language between expert educators and learners.

QUALITY



We are a dynamic team of digital learning specialists – faculty, instructional designers, software developers, market researchers, illustrators, and video producers – who aim to achieve the highest standards of quality in our courses.

IMPACT



We see ourselves as a test bed for testing new ideas which will ensure that online learning keeps growing in the region and incorporates the best pedagogical approaches.



OUR MISSION

**“WE DEMOCRATIZE
ACCESS TO
HIGH-QUALITY
EDUCATION AND
ACCELERATE
WORKFORCE
UPSKILLING AND
RESKILLING FOR
UNDERSERVED
MARKETS
NATIONWIDE,
THE PAKISTANI
DIASPORA, AND
BEYOND.**

LUMSx envisions a future where world-class education is a public good rather than a privilege, reaching every learner regardless of economic circumstance, geography, or prior access, and where Pakistan stands as a competitive force in the global digital economy.

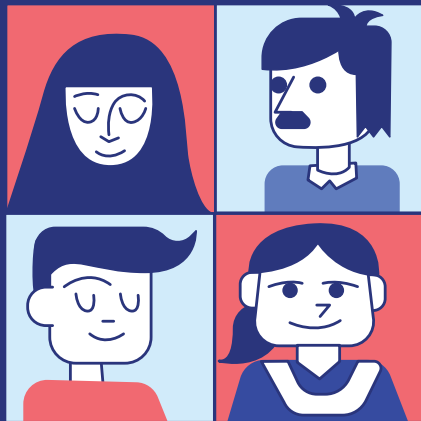
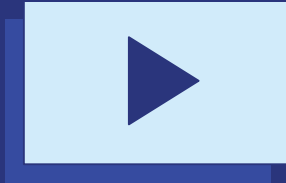
To realize this, LUMSx extends LUMS’s four decades of educational excellence beyond traditional boundaries through a scalable, impactful online learning platform. We democratize access to high-quality education and accelerate workforce upskilling and reskilling for underserved markets nationwide, the Pakistani diaspora, and beyond.

Guided by a commitment to educational equity, we offer free, high-quality courses open to all, while preserving subjects of deep social, cultural, and civic value, the humanities, social sciences, foundational sciences, and mathematics, that are indispensable to an equitable society. We deliver culturally relevant education contextualized to Pakistani realities in Urdu and English, with phased expansion to regional languages, and engage international partners to enrich our offerings.

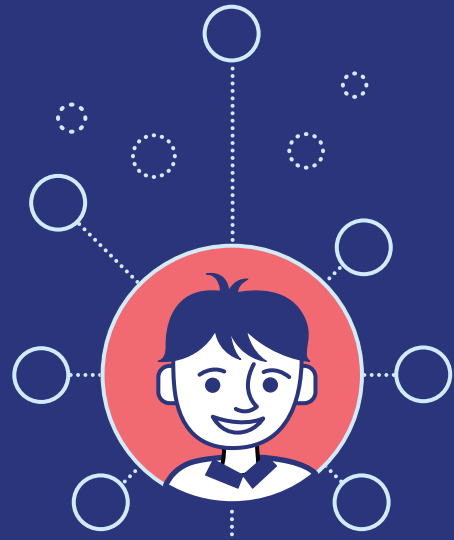
By widening opportunity at its roots, we prepare learners for higher education, professional advancement, and informed civic participation, unlocking productivity, catalyzing innovation, and building a diversified, sustainable model for long-term growth and measurable social impact.

Our Impact

30+
courses

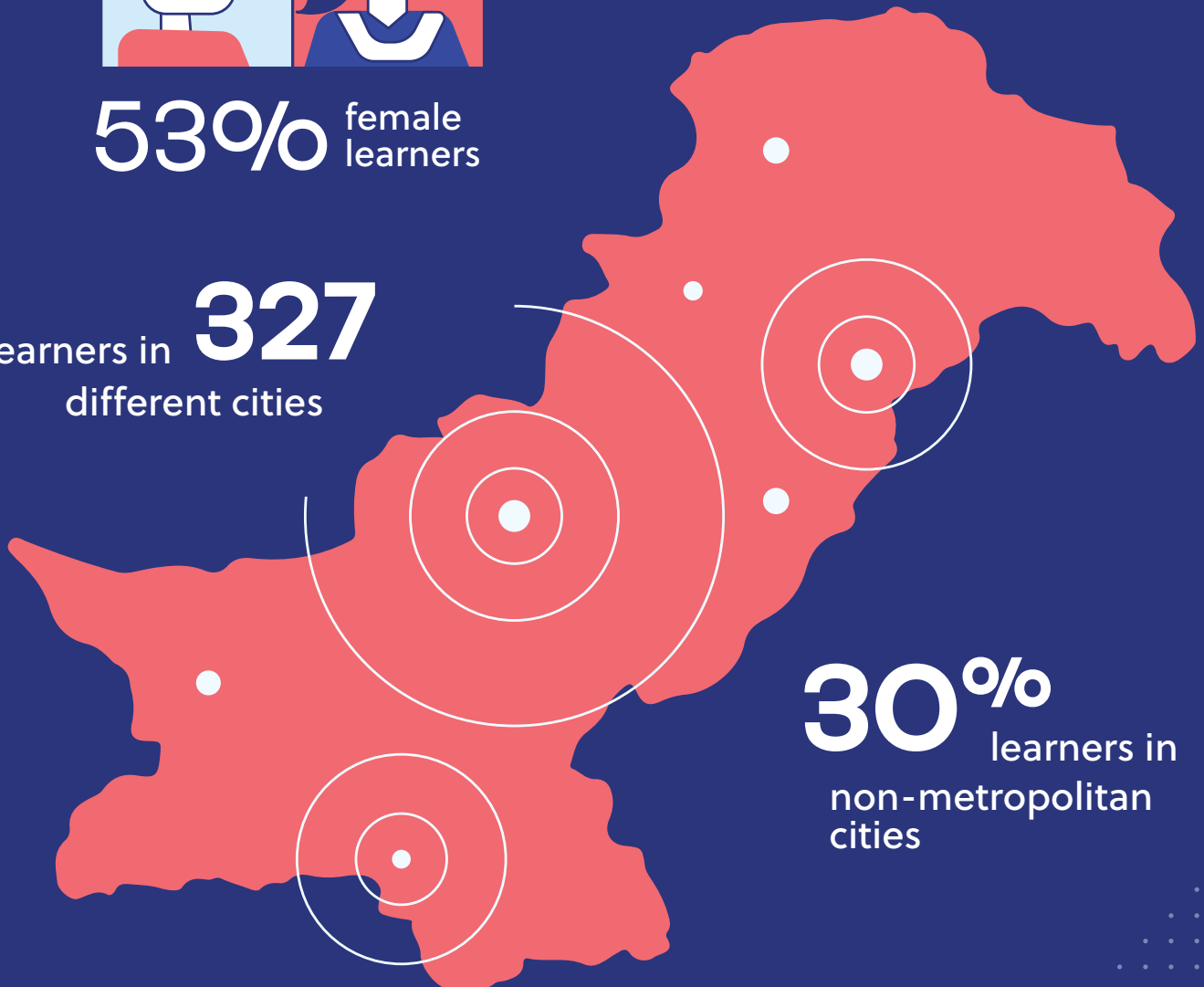


53% female learners



313+ organizations represented by our learners

learners in **327**
different cities



30% learners in
non-metropolitan
cities

Our Learning Products

Early Childhood Education Specialization

Because the Earliest Years Matter Most



In a classroom somewhere, a four-year-old is quietly deciding whether learning feels like belonging or failure. They may not remember the lesson itself, but they will remember how it felt to be there. LUMSx's Early Childhood Education Specialization is built for educators who understand this distinction and want the knowledge, tools, and pedagogical depth to shape those earliest years with greater care and intention.

The specialization consists of **three nano-courses**, each focusing on a foundational aspect of early childhood practice.



Foundations of
Early Childhood
Education

Yumna Shoaib



Foundations of Early Childhood Education introduces the developmental theories and educational approaches many educators encounter too briefly in conventional training. From Piaget, Vygotsky, and Bronfenbrenner to Montessori, Reggio Emilia, and play-based learning, the course treats these not as static theories, but as practical ways of understanding how young children think, learn, and make meaning. It is led by **Yumna Shoaib**, founder of The Storytellers Club, whose work combines pedagogical rigor with a deeply creative approach to early learning.

Also led by **Yumna, Numeracy and Literacy** through a Play-Based Approach explores how early learning can be made joyful, meaningful, and developmentally appropriate through storybooks, rhymes, sensory exploration, movement, and art. The course demonstrates how phonics, mathematical reasoning, and language development can emerge naturally through play while remaining adaptable across classroom contexts and learner needs.



Social-Emotional Learning in Early Childhood turns to a more foundational question: How do educators create classrooms where children feel seen, secure, and capable of learning? Grounded in the Collaborative for Academic, Social, and Emotional Learning framework, the course explores emotional literacy, co-regulation, responsive relationships,

and culturally inclusive practice, positioning social-emotional learning not as an isolated add-on, but as the foundation beneath every effective classroom. It is led by **Natasha Sohail Barlas**, Educational and Behavioral Psychologist, Fulbright Scholar, and faculty at LUMS, whose work across child development, mental health, and institutional wellbeing brings both academic depth and practical relevance to this space.

The specialization also includes live interactive sessions with the instructors for educators, caregivers, and parents, creating a shared space to reflect early childhood development beyond the classroom and strengthen alignment between home and school environments.

All three courses are mandatory components of the specialization, reflecting a simple belief: educators who shape children's lives most meaningfully are rarely specialists in just one domain. They are practitioners who have learned to see the whole child and teach accordingly.

Instructors



Yumna Shoaib
Founder,
The Storytellers Club



Natasha Sohail Barlas
Teaching Fellow,
MGSHSS, LUMS

Scan for more details:



Introduction to Python



Programming is no longer a skill reserved for computer scientists, it is quickly becoming a foundational tool for problem solving across every field. Introduction to Python, the newest addition to LUMSx's Data Science Specialization, is designed for learners who want to build that foundation from the ground up with no prior experience.

Taught by **Dr. Malik Jahan Khan** and **Dr. Maryam Abdul Ghafoor**, both faculty members at LUMS, the

course takes learners step by step through computational thinking, core Python concepts, data structures, and visualization — building not just technical skills, but the confidence to write, debug, and think through problems independently. Delivered as an online cohort in both English and Urdu.

Scan for more details:



Instructors



Dr. Malik Jahan Khan

Faculty Member,
SBASSE, LUMS



Dr. Maryam Abdul Ghafoor

Assistant Professor,
SBASSE, LUMS

Data Analytics & Visualization with Power BI



In most organizations, data is abundant but insight is rare. This is not because the data isn't there, but because the skills to work with it are. Data Analytics and Visualization with Power BI was developed to bridge that

gap. Taught by **Shazeb Ali**, a seasoned data and AI consultant, and **Dr. Suleman Shahid**, Associate Professor of Computer Science at LUMS, the course takes learners from foundational analytics concepts and

visualization principles to building, publishing, and securing interactive dashboards in Microsoft Power BI. Grounded in real organizational contexts and hands on throughout, the recently launched first cohort brought together learners from diverse backgrounds across Pakistan.

Scan for more details:



Instructors



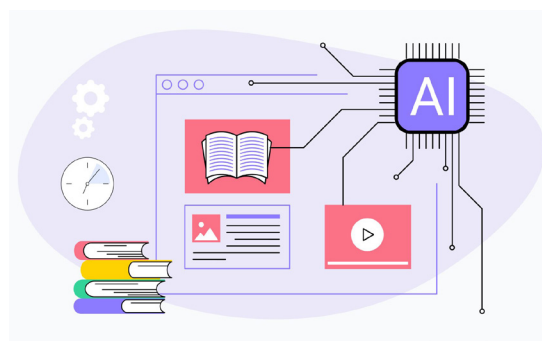
Shazeb Ali
Lead Data &
AI Consultant,
Storm Technology
Ltd.



Dr. Suleman Shahid
Associate Professor,
Department of
Computer Science,
SBASSE, LUMS

AI for Educators

Teaching in the Age of Intelligent Tools



AI for Educators is the LUMS five-week online course for K–12 and higher education faculty, designed to embed AI into everyday teaching. It spans school and university contexts, from lesson planning, differentiation,

and safeguarding research workflows, assessment, and academic integrity.

Through live sessions, hands-on tools, and demonstrations using ChatGPT, Gemini, and Diffit, educators work directly with real classroom applications, not abstractions. It also critically tackles topics such as bias, privacy, and the limits of automation in learning.

Led by **Dr. Suleman Shahid**, it helps educators engage with AI not as disruption, but as something they

now must responsibly live with in their classrooms.

Scan for more details:



Instructor



Dr. Suleman Shahid
Associate Professor,
Department of
Computer Science,
SBASSE, LUMS



AI Prompt Engineering Essentials



Most people using AI tools today are getting a fraction of what those tools can actually do. Not because the technology isn't capable, but because prompting well is a skill that has to be learned. AI Prompt Engineering Essentials, the first course in LUMSx's upcoming AI Specialization, was built to

Scan for more details:



the course introduces the CAR Framework

develop exactly that skill. Taught by **Dr. Ihsan Ayyub Qazi**, Professor of Computer Science at LUMS and Faculty Director of LUMSx, and **Jazib Zahir**, Director of LUMSx and the LUMS Centre for Entrepreneurship,

alongside nine research-backed techniques. Learners work hands on across tools including ChatGPT, Claude, and Gemini, building a portfolio of projects that reflect real, transferable AI skills.

Instructors



Dr. Ihsan Ayyub Qazi
Professor of Computer Science, SBASSE, LUMS



Jazib Zahir
Director, LCE and LUMSx

Entrepreneurship 101

From Idea to Pitch



Tailored for beginners and early-stage innovators, the course introduces learners to the essential building blocks of entrepreneurship; from identifying real-world problems and developing

user-centered solutions to creating sustainable business strategies and effective marketing plans. Learners will also explore the legal and financial aspects of building a startup,

including funding, business structures, and investor readiness. The course concludes with practical guidance on crafting compelling pitches and confidently presenting ideas to investors and stakeholders.

Through expert insights, practical frameworks, and real-world examples, Entrepreneurship 101 equips learners with the mindset and tools needed to navigate the entrepreneurial ecosystem and transform ideas into actionable ventures.

Instructors



Barrister Ahmed Uzair
Legal Expert &
Partner, AUC Law



Atif Rahim Khan
Visiting Faculty,
SDSB, LUMS



Shehryar Shahid
Assistant Professor
of Entrepreneurship,
SDSB, LUMS



Amin Piracha
Head of Integrated
Marketing
Communications,
Nestle



Dr. Suleman Shahid
Associate Professor,
Computer Science,
SBASSE, LUMS

Fundamentals of Project-Based Learning



Developed in collaboration with the Ali Institute of Education, Fundamentals of Project-Based Learning is built for K-8 educators who want to move beyond passive instruction and

create classrooms where students learn by doing. Taught by **Hasnain Yousaf**, Lecturer and Head of Quality Assurance at the Ali Institute of Education, the course guides educators through the full PBL cycle from crafting driving questions and designing inquiry-based activities to assessment, cross-curricular integration, and real classroom implementation. Three cohorts have now successfully run, with educators from across Pakistan taking part,

reflecting the genuine need for this kind of practical, student-centered pedagogical training.

Scan for more
details:



Instructor



Hasnain Yousaf
Head of Quality
Assurance, Ali
Institute of Education

Personal & Professional Development

Interior Design Masterclass



The Interior Design Masterclass enrolled learners across four cohorts, a clear indicator of growing demand. Participants built strong foundations in space planning, colour theory, lighting, and design thinking, walking away with the confidence to apply

these skills to real-world projects.

Scan for more details:



Feedback was consistently high across all cohorts, with learners praising the hands-on format, instructor quality, and the practical

depth of the course. Many completed the program with a renewed sense of creative direction and professional clarity, a testament to the Master Class's impact as one of LUMSx's most sought-after creative offerings.

Instructor



Sofia Mir
Principal Designer,
ES Design

English for Work



Strong workplace communication is not just a skill: it is a career advantage. English for Work brought that advantage to learners across two cohorts, with a curriculum built around what professionals actually need: writing sharper emails, listening actively, taking effective notes, and communicating with clarity and confidence in every professional setting.

The instructor made all the difference — rated up to 4.6 for approachability, clarity,

Scan for more details:



and the ability to make every session feel engaging rather than instructional. Participants walked away with more than new skills, they left with confidence. Many described it as a course they would recommend without hesitation, and the feedback said it plainly: practical, relevant, and genuinely impactful.

Instructor



Sannia Hussain

Adjunct Faculty
Member, School of
Education, LUMS

Essential Skills for First Time Managers



The Essential Skills for First-Time Managers course enrolled learners across two cohorts, a strong turnout for a program designed to bridge one of the most critical transitions in any professional's career. Covering everything from self-awareness and

emotional intelligence to stakeholder management, decision-making, and workplace dynamics, the course gave new managers a well-rounded, immediately applicable toolkit for leading with confidence.

Learner satisfaction spoke for itself; instructor effectiveness rated as high as 4.7, with content relevance and learning experience close behind. Participants consistently praised the practical depth, the quality of facilitation, and the value of peer-driven discussions. The numbers and the feedback together

tell the same story: this program is resonating, and the demand for it is only growing.

Scan for more details:



Instructor



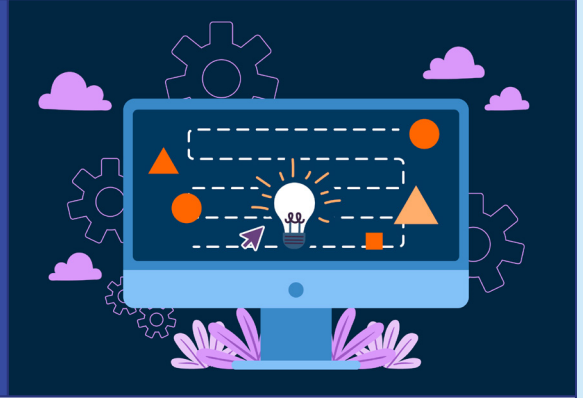
Atif Rahim Khan

Visiting Faculty,
SDSB,
LUMS

Open Courseware

Mastering Computational Problem-Solving

An Overview of CS310



Instructor



Dr. Muddasir Shabbir
Associate Professor,
SBASSE, LUMS

Scan for more
details:



Dive into computational problem-solving with the CS310 - Algorithms course, an insightful and rigorous program instructed by **Dr. Muddasir Shabbir**, a distinguished faculty member at LUMS University. Accessible directly on the LUMSx YouTube channel, this comprehensive video series takes learners on an analytical journey from algorithmic foundations to advanced theoretical paradigms.

The lectures establish a strong baseline with randomized algorithms and linear time sorting before deeply exploring Divide and Conquer strategies and Greedy Algorithms.

Students master dynamic programming by tackling classic challenges such as the Knapsack Problem and Edit Distance. Furthermore, Dr. Shabbir expertly demystifies complex theoretical landscapes, systematically guiding learners through Network Flows and NP-Completeness reductions.

Whether analysing recurrences with the Master Theorem or optimizing intricate graphs, this course equips aspiring computer scientists with the critical analytical tools required to design highly efficient solutions for real-world computational challenges.



پشتو زبان سیکھیں ایک ابتدائی کورس

پشتو زبان پانچ ہزار سال پرانی ہے اور جنوبی ایشیا میں بولی جانے والی زبانوں میں اہم مقام رکھتی ہے۔ یہ افغانستان، پاکستان اور پوری دنیا میں کثیر تعداد میں بولی جاتی ہے۔ اس کورس میں وہ تمام اجزا موجود

انسٹرکٹر



ڈاکٹر عماد خان
ایڈجنکٹ فیکلٹی،
MGSHSS, LUMS

مزید تفصیلات کے
لیے اسکین کریں:



ہیں جو اس بات کو یقینی بناتے ہیں کہ آپ بنیادی طور پر پشتو سمجھ اور بول سکیں۔ کورس کے تمام اجزا اس طریقے سے بنائے گئے ہیں کہ پشتو سیکھنے میں ایک دوسرے کو تقویت دیں۔

یہ کورس چار موڈیولز پر مشتمل ہے اور اس کورس کے اختتام تک آپ:

- پشتو زبان کو سمجھ، بول، اور پڑھ سکیں گے۔
- پشتو زبان میں روزمرہ استعمال کیے جانے والے الفاظ آپ بھی اپنی بول چال میں استعمال کر سکیں گے۔
- پشتو زبان میں استعمال ہونے والے الفاظ کے ہر ایک حرف کو الفاظ میں پڑھ، لکھ اور ادا کر سکیں گے۔
- اپنے اور دوسروں کے بارے میں حال، مستقبل اور ماضی سے متعلق بنیادی بات چیت کر سکیں گے۔
- روزمرہ حساب کتاب میں پشتو اعداد اربوں اور کھربوں تک کر سکیں گے۔
- وقت کو سالوں، مہینوں، ہفتوں اور دن، رات کے اوقات کے لحاظ کے ساتھ ساتھ گھنٹوں اور منٹوں کے لحاظ سے بھی پشتو میں بتا سکیں گے۔

فارسی سیکھیں ایک تعارفی کورس

انسٹرکٹر



ڈاکٹر فاطمہ فیاض
ایسوسی ایٹ پروفیسر،
MGSHSS, LUMS

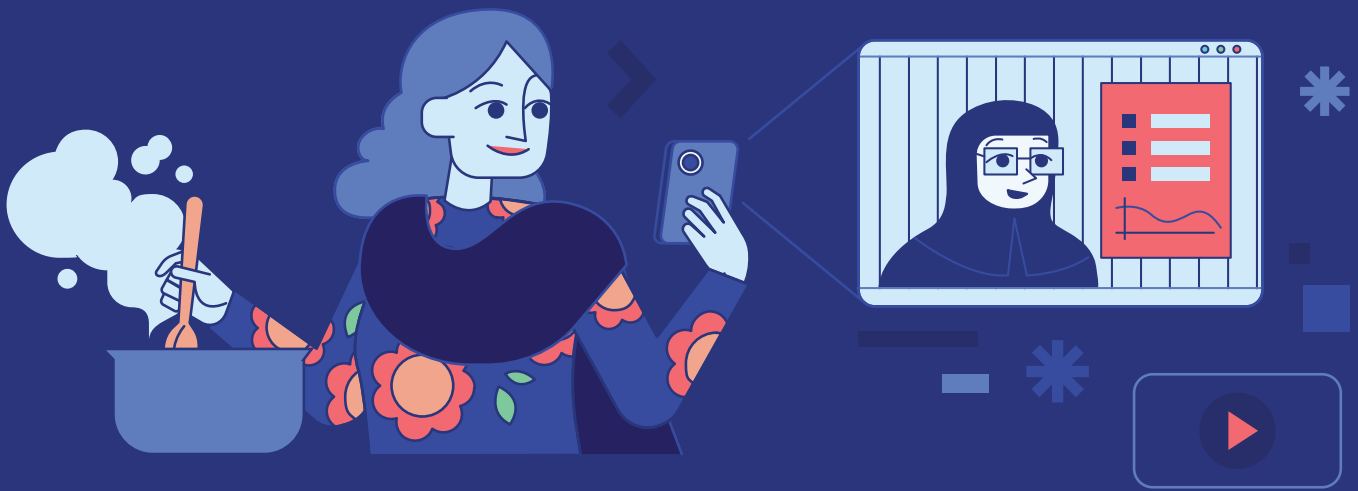
مزید تفصیلات کے
لیے اسکین کریں:



فارسی سیکھیں (ایک تعارفی کورس) آپ کو فارسی زبان سے بنیادی آشنائی فراہم کرتا ہے۔ اس کورس کا مقصد فارسی بولنے، پڑھنے اور سننے میں روانی پیدا کرنا ہے۔ آپ اس کورس کے ذریعے فارسی گرامر اور روزمرہ مکالمے سیکھیں گے۔ اس کے علاوہ، یہ کورس آپ کو ایرانی ثقافت اور فارسی ادب کے تناظر میں زبان کے استعمال سے بھی متعارف کروائے گا۔

یہ کورس چار موڈیولز پر مشتمل ہے اور اس کورس کے اختتام تک آپ:

- فارسی زبان میں اپنا تعارف کرنا سیکھیں گے۔
- مختلف چیزوں اور جگہوں کی طرف اشارہ کر سکیں گے۔
- اپنی پسند اور ناپسند بیان کر سکیں گے۔
- لوگوں، جگہوں اور چیزوں کے نام، انکی صفات اور خصوصیات کی درجہ بندی کر سکیں گے۔
- فارسی زبان میں منفی جملے بنانے کے قابل ہو جائیں گے۔



How Online Learning is Expanding Opportunities for Women in Pakistan

By Nighat Riaz

When education becomes accessible, communities prosper. For millions of women in Pakistan, online learning is making that possibility a reality.

For many women in Pakistan, the desire to pursue higher education or develop new professional skills is often met with challenges that have little to do with ability or motivation. Distance from educational institutions, financial constraints, family responsibilities, and changing life circumstances can make continuing education difficult, particularly for women living outside major urban centers.

This challenge is closely tied to the geography of Pakistan's education system. Many of the country's leading universities and training institutions are concentrated in cities such as Lahore, Karachi, and Islamabad. For learners in smaller towns and rural communities, accessing these opportunities often requires relocation. Along with tuition fees come additional costs such as accommodation, transportation, and living expenses, creating barriers that many families find difficult to overcome.

For women, these challenges can be even more pronounced. Educational journeys are often interrupted by marriage, caregiving

responsibilities, or household commitments. While the aspiration to learn may remain strong, traditional classroom-based education does not always accommodate the realities of their daily lives.

This is where online learning is creating meaningful change. By removing geographical barriers and offering flexible schedules, digital education enables women to continue learning without having to relocate or put other responsibilities on hold. Whether they are students seeking new opportunities, professionals looking to upgrade their skills, or mothers balancing family commitments, online learning allows them to pursue education on their own terms.

At LUMSx, we have witnessed this transformation firsthand. Women make up a significant proportion of enrollments across several of our programs, particularly in courses such as Effective Teaching Strategies, Early Childhood Education, and Project Management. The strong participation of women in these

programs reflects a growing demand for flexible, high-quality learning opportunities that align with their personal and professional goals.

What is particularly encouraging is the diversity of these learners. Some join from remote areas where access to professional development opportunities is limited like, Gilgit Baltistan, Baluchistan & KPK. Others are working professionals seeking career advancement, while many are returning to learning after educational interruptions. Despite their different backgrounds, they share a common commitment to growth and lifelong learning.

The impact extends beyond individual achievement. When women gain access to quality education and skill development, the benefits ripple outward to families, workplaces,

and communities. Greater educational access contributes to increased workforce participation, stronger economic outcomes, and a more inclusive society.

As Pakistan moves toward a more digital and knowledge-driven future, online learning will continue to play a critical role in expanding access to education. By making learning more flexible, affordable, and accessible, platforms like LUMSx are helping ensure that opportunity is no longer determined by location, circumstance, or life stage.

Education should adapt to learners, not the other way around. For thousands of women across Pakistan, online learning is doing exactly that opening doors, creating opportunities, and making lifelong learning a reality.

Embracing the Shift

Advancing AI Literacy @LUMSx

By Umm e Kalsoom Shah

Let's be honest: we have all had this conversation. At the dinner table, in the office, or scrolling through our phones at midnight: Is AI going to take my job? Should I even bother learning it? Is this whole thing just a phase? Those are completely valid concerns. But here is what nobody really tells you: while we have been busy debating, the world quietly moved on. AI is not "coming"—it is already here. The only question that matters now is whether you know how to use it.

Think about it this way: each major technological advancement—whether it was electricity, the internet, or smartphones—initially caused apprehension. Yet, those who stopped arguing and simply learned to use these tools were the ones who navigated and adapted to change most effectively. AI is no different. It is an incredibly powerful tool, and like any tool, its utility depends on the person holding it.



The World Economic Forum's Future of Jobs Report 2025 indicates that AI and big data are the fastest-growing skills globally, and that two-fifths of current workforce knowledge will be transformed or outdated by 2030.¹ Coursera's Job Skills Report 2026 found generative AI to be the single most in-demand skill in their history, with fourteen new enrollments occurring every minute.² If you are still on the fence, PwC's 2026 Global AI Jobs Barometer found that workers with AI skills earn significantly higher wages than those without.³

In Pakistan, we are at an interesting juncture—there is growing curiosity regarding the implications of AI-driven industries, but structured, accessible learning has been slow to catch up. As the arsenal of AI tools continues to expand, it can be overwhelming for professionals and students alike to keep pace with industry demands. There is an urgent need for learning centers that empower the modern Pakistani professional with targeted, high-impact AI training.

Attuned to the evolving demands of our learners, LUMSx is launching **AI Prompt Engineering Essentials**. This is the first in our comprehensive AI specialization series, providing the foundational understanding required to engage effectively with AI technologies. Most people

use AI like a search engine: a quick line, a vague instruction, and the hope that something useful magically appears. Without understanding the nature of AI, we forget that it does not guess or read between the lines; it provides exactly what it is prompted to provide—nothing more, nothing less. Prompt engineering changes that dynamic, teaching us to interact with AI with context, clarity, and purpose. The result is not just better outputs; it is a more efficient and creative way of working, regardless of your role. As the global prompt engineering market is projected to grow at 32.8 percent annually through 2030,⁴ this course is LUMSx's way of ensuring that opportunity is within reach for Pakistani learners.

We will also be offering a course on **Agentic AI**—systems that not only respond but act, handle complex tasks, and work with greater autonomy. Specialized learning pathways are currently being developed at LUMSx to tackle industry-specific applications of AI, upskilling professionals across healthcare, finance, education, marketing, and beyond with the expertise employers are actively seeking.

The AI era is here. LUMSx is building the pathway to navigate this shifting landscape; all you need to do is take the first step.



¹ World Economic Forum. (2025). World Economic Forum's Future of Jobs Report 2025. In <https://www.weforum.org/publications/the-future-of-jobs-report-2025/digest/>. https://reports.weforum.org/docs/WEF_Future_of_Jobs_Report_2025.pdf

² Salcito, A. & Coursera. (2026). Job Skills Report 2026. In Job Skills Report 2026 (Vol. 2, pp. 02–03) [Report].

³ PricewaterhouseCoopers [PwC]. (2026). PwC's 2026 Global AI Jobs Barometer. In <https://www.pwc.com/gx/en/services/ai/ai-jobs-barometer.html#reports>. <https://www.pwc.com/gx/en/services/ai/ai-jobs-barometer.html#reports>

⁴ Sikha, V. K., Siramgari, D., & Korada, L. (2023). Mastering prompt engineering: Optimizing interaction with generative AI agents. Journal of Engineering and Applied Sciences Technology. SRC/JEAST-E117. DOI: doi.org/10.47363/JEAST/2023 (5) E117 J Eng App Sci Technol, 5(6), 2-8.



Responsive Learning

Filling Critical Gaps

LUMS FRESHMAN
FOUNDATION

Creating Thriving Communities
with Pro-Social Skills and Wellness

The transition into university life is rarely just academic. For many students arriving at LUMS, it is also the first time they are navigating new social norms, managing their own well-being without a familiar support system,

and encountering situations for which no one has formally prepared them. These conversations, when they happen at all, often happen too late.

Creating Thriving Communities with Pro-Social



Skills and Wellness (PSSW) was developed to change that. Developed in collaboration with LUMS' Office of Accessibility and Inclusion (OAI) and Counselling and Psychological Services (CAPS), the course brings together awareness building around harassment, consent, and reporting mechanisms with practical tools for emotional regulation, physical wellbeing, and personal values. It covers prosocial behavior, the responsibilities of bystanders, the LUMS Sexual Harassment Policy, and a range of frameworks and techniques to help students

understand and manage their own well-being all in one structured, accessible course designed specifically for incoming LUMS students.

In its pilot year, 1,445 students were enrolled, with over 1,300 actively engaging with the course! A remarkable turnout for a first run, this is a strong signal of how much this kind of structured support is needed within the university community.

“

The course encouraged empathy, responsibility, and creating safe environments which are useful not only in academic settings but in daily life as well.

“

The most valuable aspect was the contribution of this course to my mental health. It helped me build an effective emotional toolkit, one that tells me exactly how to handle emotions and deal with stress.

WHAT STUDENTS HAD TO SAY

“

The way this course was designed felt very human to me. It targeted some basic things that I usually would never have thought about like self love.

“

This course should be a mandatory foundational course for all incoming students. It provides essential life skills and institutional awareness that go beyond academics.

“

This course made me realize it is normal to feel off sometimes, but it is something you can cope with using helpful techniques.

“

Everything was really valuable. I would refer back to it whenever I feel like I need it.

“

Understanding how respectful behaviour and personal well being are connected helped me become more aware of my actions and my responsibility in creating a safe and supportive university environment.

“

I learned things about myself that I didn't know before.

“

This course helped me define who I am today.



ADAPTING TO A CHANGING LANDSCAPE

In the Works: A New Era of Islamic Finance Education

LUMSx is thrilled to share that an exciting collaboration is currently in the works between the Centre for Islamic Finance (CIF) at LUMS, LUMSx, and Meezan Bank, bringing together academia, industry, and professional learning under one roof.

This subscription-based professional learning ecosystem will feature expert-led content and self-directed learning pathways, with Dr. Saad Azmat leading the Meezan Bank training modules alongside leading industry experts.

*Built with scale in mind, the program holds the potential to expand **across banks nationwide** directly aligned with the State Bank of Pakistan's directive to transition to Islamic banking across the country.*

Stay tuned exciting things are coming!



IMRAN RASHID
CEO, MY Construction

The Interior Design course at LUMS was a truly enriching experience that broadened my understanding of design principles, space planning, material selection, and the relationship between aesthetics and functionality. The course provided practical insights that I was able to apply directly to my construction and residential development projects.

One of the most valuable aspects of the program was learning how thoughtful design can enhance both the user experience and the overall value of a space.

*The knowledge gained has helped me make more **informed decisions** in project planning, interior finishes, and client consultations.*

Beyond technical skills, the course strengthened my creative thinking and appreciation for design as a strategic component of successful projects. The learning experience continues to influence my work today, allowing me to deliver spaces that are not only functional but also visually compelling and aligned with clients' aspirations.

I am grateful to LUMS and the faculty for providing a professional, engaging, and inspiring learning environment. The course has had a lasting impact on both my professional growth and my approach to design.

Learner's Perspective

As a Food Science student from Bahawalpur, participating in the Business Communication and AI for Professionals courses offered by LUMSx, in partnership with Roshan Kal Academy and ilmX, authorized by LUMS and PepsiCo has been one of the most valuable learning experiences of my academic journey. Although I am still a student, these courses have equipped me with practical skills that I apply in my studies today and will continue to use throughout my professional career.

The Business Communication course, taught by Mr. Atif Rahim and Dr. Shezeen Hemani, was highly engaging and practical. Their interactive teaching style and real-world examples made every session insightful. The verbal communication module had the greatest impact on me. Learning how to confidently deliver presentations, lead meetings, adapt communication to different audiences, and understand leadership and organizational behavior has significantly improved my academic presentations and teamwork. I also gained valuable skills in writing professional emails, reports, and proposals skills that are essential in every profession.

The AI for Professionals course by Dr. Suleman introduced us to the effective and responsible use of AI tools such as ChatGPT, Google Gemini, Claude AI, Canva AI, and Perplexity AI. Learning prompt engineering and discovering how these tools can support research, presentations, project management, and academic work transformed the way I approach learning and productivity.

The greatest outcome of these courses has been my personal growth. The confidence I developed through the communication



**SYEDA RUHMA
BUKHARI**

Food Science Student
Bahawalpur, Pakistan

modules has inspired me to conduct my own workshop in the near future. As someone who dreams of building my own business and educational initiatives, I know these communication and AI skills will continue to guide me in achieving my goals.

*I sincerely thank ilmX, Roshan Kal Academy, LUMSx, PepsiCo, Mr. Atif Rahim, Dr. Shezeen Hemani, and Dr. Suleman for creating such an inspiring and **future-focused** learning experience.*

These courses have not only strengthened my communication and AI skills but have also empowered me to think bigger, communicate with confidence, and embrace lifelong learning.

Inside LUMSx

OPERATIONS

HEAD OF OPERATIONS



KHIZAR TAHSEEN

I lead the strategic growth and operations management of LUMSx - driving digital learning, program development, and business growth initiatives.

PROGRAM OPERATIONS SPECIALIST



ARSLAN AKHTAR KHAN

I drive seamless program operations through effective coordination, budget and procurement management, academic support, and process optimization at LUMSx.

LEARNING EXPERIENCE DESIGN LEAD



FARYAL SIDDIQUI

I lead the Learning Experience Design team at LUMSx - overseeing the instructional design and cohorts verticals to develop and execute courses.

INSTRUCTIONAL DESIGNER



MAHNOOR HAYAT

I curate digital learning experiences - simplifying the complex, engaging the bored, and humanizing the screen, one course at a time.

INSTRUCTIONAL DESIGNER



NOOR UL AIN SOHAIL

Three years, many roles, one mission: creating meaningful learning experiences beyond the classroom, with a team that raises the bar every year and each other, every day.

COHORTS LEAD



**SYEDA ANUSHA
HASSAN**

I help learners thrive in cohort-based online programs through communication, engagement, and operational support.

PROGRAM ASSOCIATE



NIGHAT RIAZ

I manage and oversee synchronous courses, ensuring seamless operations and successful program execution.

LEARNING EXPERIENCE & ANALYTICS ASSOCIATE



UMM E KULSOOM

Part curriculum architect, part data analyst, part the person who makes sure learners don't quietly disappear. I sit at the intersection of learning design and analytics; building courses, tracking what's actually working, and nudging people back on track before they even realise they've drifted.

VISUAL DESIGN

DESIGN LEAD



FARYAL ASLAM

My vision is to leverage creative design and educational technology to simplify complex concepts, reduce cognitive load, and empower learners through engaging visual learning experiences.

VISUAL DESIGNER & ANIMATOR



BILAL AHMED

You'll find me art directing and animating online courses to make education accessible.

ILLUSTRATOR & ANIMATOR (PART-TIME)



ZAHRA AAMER

I love designing visuals that make learning a smooth, enriching and fun experience for learners.

MEDIA PRODUCTION LEAD



SHAHRUKH SAMI

As the Production Lead at LUMSx, I manage the end-to-end creation of our visual media, overseeing everything from studio management and physical set building to filming and final post-production.

DOP/VIDEO EDITOR



M. TAHSEEN SIDDIQUI

I craft engaging visual content from shoot to final edit.

MEDIA PRODUCTION

MARKETING LEAD



AYESHA SOHAIL

I lead marketing at LUMSx and shape ideas into strategic campaigns that help our learning products reach, engage, and inspire more learners.

CONTENT MARKETING & GROWTH ASSOCIATE



MARYAM AMIR

I use storytelling to create content that engages audiences and generate leads.

UI/UX & VISUAL DESIGNER



**HAFIZ MUHAMMAD
FURQAN**

If it looks good and works smoothly, I've probably been behind the design.

MARKETING

SOFTWARE DEVELOPMENT LEAD



**MUHAMMAD ABDULLAH
QURESHI**

I manage and enhance LUMSx's digital ecosystem, including the marketing website, LMS, and Data Portal, through software development, platform optimization, and infrastructure support.

SOFTWARE ENGINEER



MARRIYAM NADEEM

I build data systems and dashboards used across LUMSx, including a SQL optimization that cut data retrieval from days to seconds.

BUSINESS DEVELOPMENT LEAD



RAAHIM NASRULLAH

I drive growth and partnerships.

BUSINESS DEVELOPMENT & PARTNERSHIPS ASSOCIATE



**MARIAM KAMAL
SOOFI**

I find the right people, knock on doors, and bring them into the LUMSx circle — building partnerships with corporates, universities, and schools so more people can access what we're building here!

Life at LUMSx

RETREAT | ABBOTTABAD & KHANASPUR



Last November, the team headed to the mountains for a retreat that was equal parts rejuvenation and reflection. The agenda was packed with moments worth remembering: a challenging hike up Mushkpuri Top, a spirited round of Family Fortune, and a musical night gathered around a bonfire under the open stars-filled sky.

The journey then wound down to a guesthouse in Khanaspur, where the energy shifted from playful to purposeful. The team came together to hear directly from the Director — his message, his vision, and his hopes for LUMSx in the year ahead. The retreat closed on a deeply personal note, with a team-bonding exercise that invited everyone to pause and ask themselves: what would my younger-self or older-self think of where I am today?

The mountains had their effect. The team returned to the city not just rested, but re-energized — carrying a fresh perspective and a renewed sense of purpose for the work ahead.

TEAM-BUILDING ACTIVITIES

KITE-MAKING

A Basant Celebration

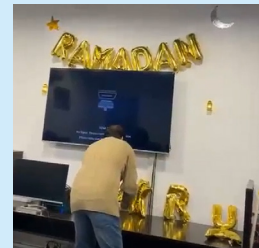


When the city caught the Basant spirit in February, LUMSx brought the festival indoors. The team gathered for a kite-making activity, crafting vibrant, colorful kites in groups that soon decorated the office space — a little reminder that celebration doesn't need an open sky, just the right company.

RAMADAN SPECIAL

Welcoming the Holy Month

In the spirit of Ramadan, the LUMSx team came together to transform the office into something that truly felt like the season. Decorations went up, the atmosphere shifted, and each team member received thoughtful gifts curated to help them make the most of the holy month — a small but meaningful gesture to honor a time that matters deeply to so many.



VISION BOARD 2026

Setting the Tone for the Year

The LUMSx team didn't just step into 2026 — they envisioned it. Before the new year hit full stride, the team gathered to build vision boards, filling them with images and words that mapped out both professional ambitions and personal milestones. More than a creative exercise, it became a moment of genuine alignment — where individual goals met the larger mission of LUMSx, and the year ahead suddenly felt a lot more intentional.



March brought with it a moment to pause and appreciate. On Women's Day, the women of LUMSx were honored with thoughtful self-care gifts — a small but sincere acknowledgment of the enormous role they play in the team and in the wider workforce. The occasion was marked with heartfelt speeches by the directors, who took the time to recognize the women who are, without question, an integral part of everything LUMSx stands for.



EID-UL-FITR SWEETENING THE CELEBRATION

As Ramadan drew to a close and Eid-ul-Fitr approached, LUMSx marked the occasion the most fitting way possible — with mithai. Sweet boxes were distributed amongst the team as a warm gesture of celebration, a tradition that felt as much like family as it did like a workplace moment.





POST-NEXUS 2025 DINNER | A NIGHT WELL EARNED

After pulling off a landmark event, the LUMSx team took a well-deserved evening out. NEXUS brought alumni from across the country to the LUMS campus — reuniting with their instructors and peers. With sessions, conversations, and connections that went well beyond the screen, NEXUS was a resounding success. To close the chapter, the team headed to Urban Kitchen for a celebratory dinner with Dr. Suleman, former Director of LUMSx — a fitting end to a milestone moment.

FAREWELL TO DR. SULEMAN | DINNER AT FREDDY'S

Some goodbyes deserve a proper send-off. When the time came to bid farewell to Dr. Suleman Shahid, LUMSx's former Director, the entire team gathered at Freddy's for a farewell dinner that was as warm as it was memorable. Over good food and great company, the team reflected on the successes, the milestones, and the memories built under Dr. Suleman's leadership. The evening was filled with gratitude — and plenty of well-wishes for the exciting road ahead.



LUMSx Mass-Scale Impact

PEPSICO ROSHAN KAL PROGRAM

Business Communication & AI for
Professionals

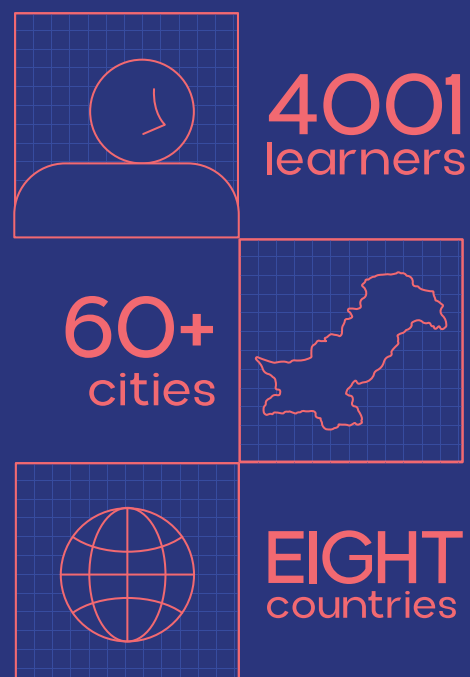


Building Pakistan's Workforce, One Learner at a Time

How a PepsiCo-supported initiative is helping equip the next generation with future-ready skills

When more than 4,000 students and early-career professionals from across Pakistan — and beyond — enrolled in a single upskilling initiative, it reflected something larger than strong enrollment numbers. It highlighted a growing demand for accessible, industry-relevant learning opportunities that prepare young people for an evolving professional landscape.

In partnership with PepsiCo, LUMSx launched the Business Communication and AI for Professionals program to address two of the most pressing skill gaps in today's workforce: professional communication and foundational AI literacy. Designed as a fully online learning experience, the initiative reached 4,001 learners across more than 60 cities in Pakistan and eight countries globally.



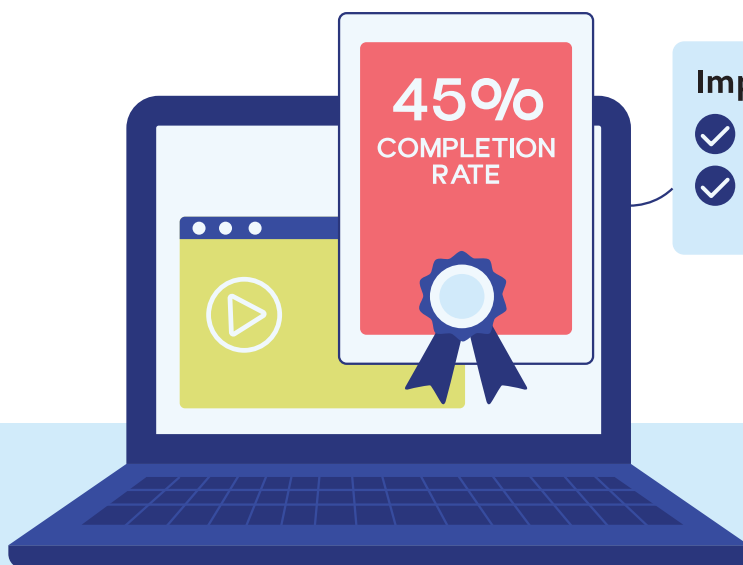
The Numbers Tell a Compelling Story

The program's impact was visible not only in enrollment figures, but also in learner engagement and completion. Of all enrolled participants, 1,810 learners successfully completed the program — an impressive 45% completion rate for a voluntary online initiative, where sustained engagement can often be challenging.

The learner cohort also reflected encouraging diversity, with participation nearly evenly split between male and female learners and strong representation from major urban centers including Lahore, Karachi, and Islamabad. More importantly, pre- and post-program

assessments demonstrated measurable growth across all six competency areas evaluated. The most significant improvements were seen in Generative AI literacy and written business communication — two skill areas increasingly recognized as essential for career readiness and workplace success.

More than 85% of learners shared that the courses were directly relevant to their academic and professional goals, while nearly 90% reported feeling confident in applying what they had learned in practical settings.



Improvements in:

- ✓ GenAI literacy
- ✓ Written business communication

What Learners Had to Say

Learner feedback painted a consistently positive picture of the experience. Overall satisfaction remained exceptionally high, with 94% of participants expressing satisfaction with the program and an overwhelming majority indicating they would recommend the courses to peers.

Participants particularly valued the practical and industry-relevant nature of the curriculum, as well as the interactive demonstrations that made AI concepts easier to understand and apply. Many learners also highlighted the importance of the ongoing support provided through WhatsApp and email cohort communities — a reminder that meaningful learner engagement extends beyond course content alone. Focus group discussions further revealed that the primary barriers to completion were external factors such as academic workload,

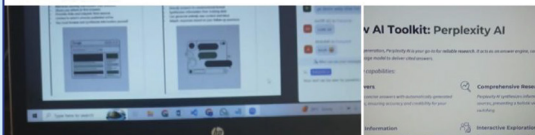
**AHMED RAZA** • 1st
Intern at Ali & Associates | BS Chemistry Student | UKAA 202...
1d • 🌐

Yesterday, I had the opportunity to attend an insightful "AI for Professionals" session by [LUMSx](#) in collaboration with [PepsiCo](#) Pakistan, led by [Suleman Shahid](#) [سليمان شاہد](#). The session focused on how AI and Generative AI (GenAI) can enhance productivity, minimize human error, and transform professional workflows.

We explored the key differences between AI and GenAI, the fundamentals of Prompt Engineering, and how GenAI can amplify the skill, project planning, and creative ideation. Sir. Suleman also encouraged us to build a daily reading habit, starting with just two pages a day, and gave us a 7-day practice task to apply what we learned for better understanding and skill development.

It was a valuable learning experience that deepened my understanding of how tools like ChatGPT, Perplexity, and Canva can support research, innovation, design, and professional growth.

[#AiForProfessional](#) [#ArtificialIntelligence](#) [#GenerativeAI](#) [#PromptEngineering](#) [#LUMSx](#) [#PepsiCo](#) [#ProfessionalGrowth](#) [#LearningExperience](#) [#Productivity](#) [#AIResearch](#)



employment commitments, and personal transitions, rather than dissatisfaction with the program itself. Learners also expressed interest in more live interaction, applied practice, and opportunities to engage directly with industry professionals.

Why PepsiCo's Role Mattered

Corporate support for education initiatives can sometimes remain limited to visibility and branding. In this case, learners consistently described PepsiCo's involvement as something far more meaningful. The company's support served as a signal of credibility and seriousness, influencing both enrollment decisions and learner motivation throughout the program.

For many participants, seeing a globally recognized organization invest in youth skill development reinforced the importance of the learning experience itself. At the same time, the initiative positioned PepsiCo meaningfully within Pakistan's growing youth employability ecosystem while contributing to measurable learning outcomes at scale.



Amna Ashraf • 1st
 Finance & Business Analytics | MSBA | FAST NUCES | Data A...
 1d • Edited •

Thrilled to share that I've been selected for the Roshan Kal Academy x **LUMSx** Learning Program! ✨

I'm currently enrolled in two high-impact courses:

- Business Communication
- AI for Professionals

Yesterday, I had the incredible opportunity to attend the first live session of AI for Professionals a truly engaging and thought-provoking 3-hour session led by Sir **Suleman Shahid** *سليمان شاہد*

The session explored the Foundations of AI, the basics of Generative AI, an introduction to Prompt Engineering, real world applications, and the responsible use of AI, all explained in a practical, relatable, and inspiring way.

On the communication side, I've also completed Module 1, which focused on the three key facets of effective communication. The interactive exercises and reflection journals have already started shaping how I approach communication in a professional setting.

I'm deeply grateful to RoshanKalAcademy for this learning opportunity, **LUMSx** for organizing such impactful content, and **PepsiCo** for sponsoring this initiative. A special thanks to **FAST-NUCES, Islamabad Campus** Islamabad Campus University for supporting me in this journey of growth.

This program is already proving to be a transformative investment in both my technical expertise and professional communication skills and I'm excited for what's next! 🚀

#RoshanKalAcademy #LUMSx #PepsiCo #FASTUniversity #AIForProfessionals #BusinessCommunication #LearningJourney #GenAI #PromptEngineering #EthicalAI



Looking Ahead

As AI and digital transformation continue to reshape the future of work, initiatives like this demonstrate the value of collaborative investment in future-ready skills. The success of the Roshan Kal Program reflects not only the appetite for accessible, high-quality learning opportunities, but also the importance of combining communication, technology, and practical application within a single learning experience.

For LUMSx, the initiative represents both a meaningful milestone and a foundation for continued impact. The work of building accessible, relevant, and transformative learning opportunities for the next generation continues.

The Challenge

Business Line — a leading business consulting and training organization based in Iraq — recognized that its professionals were operating in an increasingly competitive and communication-driven environment. Despite strong technical expertise, the organization identified a clear gap: its people needed structured development in professional business communication to present ideas with confidence, write with clarity, and engage stakeholders more effectively across internal and external settings.



Background

LUMSx was selected as the learning partner to deliver a custom Business Communication program for Business Line's team in Iraq. This partnership was a landmark moment for LUMSx — marking its entry into the Arab world as an executive education provider, and

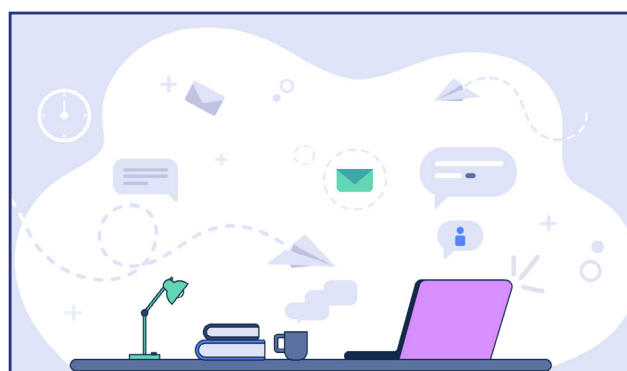
demonstrating that the quality and relevance of LUMS-backed learning translates powerfully across borders. The program was designed to be culturally adaptive, practically grounded, and immediately applicable to the Iraqi business context.

Courses Offered

Business Communication - comprehensive program covering professional business writing, presentation and public speaking, stakeholder communication, cross-cultural dynamics, and digital communication etiquette — designed to build confidence and clarity across all professional interactions.

Key Areas Covered:

- Professional Business Writing
- Presentation & Public Speaking
- Stakeholder Communication
- Cross-cultural Communication
- Digital Communication Etiquette



Business Communication

Dr Shezeen Hemani &
Atif Rahim Khan



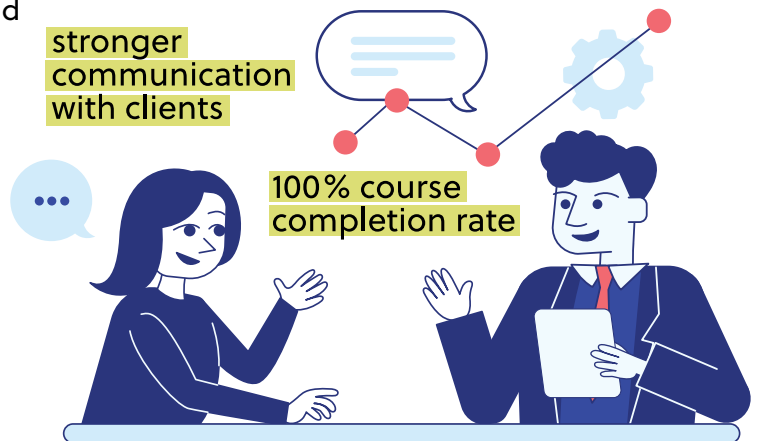
Results & Impact

The Business Communication program achieved full completion across all 30+ participants, with consistently high satisfaction scores and strong post-program engagement. Participants showed a marked improvement in the quality of their written and verbal communication, and Business Line reported a tangible shift in how its team presented themselves and their ideas to clients and

stakeholders.

- 30+ professionals completed the program
- High satisfaction across all participants
- Visibly improved writing and presentation
- Stronger client-facing communication
- LUMSx established in the Iraqi market
- Business Line's top-rated L&D initiative

This engagement established LUMSx as a trusted learning partner in the region and opened doors for future international collaborations. For Business Line, it was more than a training program — it was an investment in how their people represent the organization, and the results have been recognized as one of the most impactful development initiatives the company has undertaken.



LUMSx X MUST

Introduction to Data Science

In partnership with Multan University of Science and Technology (MUST), LUMSx delivered its Introduction to Data Science course to 83 fifth-semester students, the first time LUMSx content has been formally embedded into the curriculum of a public university in Pakistan.

Delivered in a hybrid format combining recorded lessons on ilmX, graded assessments, and live sessions with instructors and industry experts, the course ran from September through December 2025 and covered the full data science curriculum, beginning with the Introduction to Python crash course.

These courses were delivered with the same academic rigor as any program offered at LUMS and the outcomes were encouraging: over 43% of students achieved an A or B, with most of the cohort performing strongly across all assessments. For an inaugural program in a new institutional context, these results are a promising indicator for the future of such partnerships and we look forward to building further bridges, ensuring every student in Pakistan is empowered with the knowledge and skills to compete in the global marketplace.



LUMSx X FEROZSONS

Managers Development Program

The Challenge

Ferozsons Laboratories, one of Pakistan's most established pharmaceutical companies with over 75 years of heritage, identified a critical need to strengthen its management layer. As the organization continued to grow, it became clear that its middle and senior managers needed a structured, credible development program to sharpen their leadership capabilities, improve decision-making, and drive cross-functional performance with greater impact.

Background

LUMSx was selected as the learning partner to design and deliver a custom Manager Development Program tailored to Ferozsons' organizational culture, industry context, and people strategy. The program was built around the belief that strong managers are the backbone of a high-performing organization, and that leadership is a skill that can be systematically developed through the right curriculum, faculty, and cohort experience.



Courses Offered

Managers Development Program (MDP): A comprehensive, multi-module learning journey covering leadership and people management, strategic thinking, communication and influence, change management, and operational excellence, delivered through LUMS faculty, case-based learning, and peer cohort interaction.

Key Areas Covered:

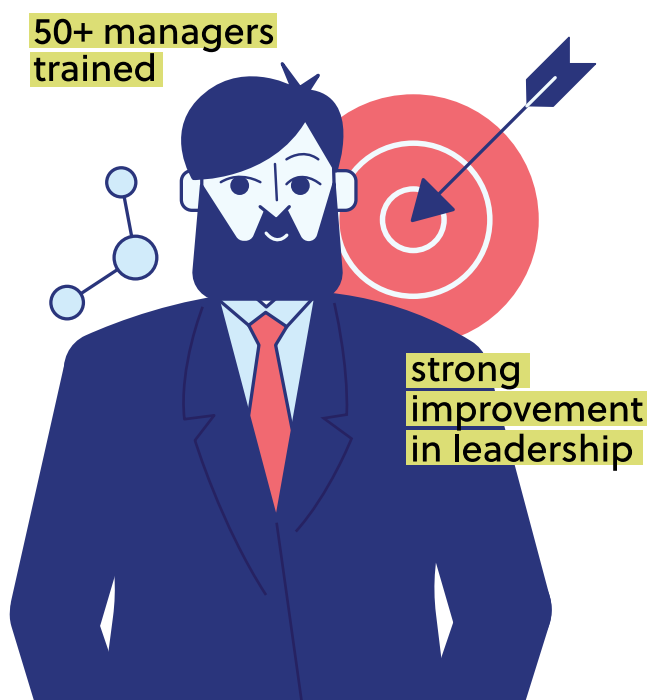
- Leadership & People Management
- Strategic Thinking & Decision Making
- Communication & Influence
- Change Management
- Operational Excellence



Results & Impact

The inaugural Manager Development Program batch saw 50+ Ferozsons managers complete the full curriculum, with participant feedback reflecting high satisfaction and meaningful behavioral change. Managers reported stronger confidence in leading teams, making strategic decisions, and navigating organizational challenges — outcomes that were visible in day-to-day performance across departments.

- 50+ managers trained in inaugural batch
- Strong improvement in leadership scores
- Better cross-functional communication
- Positive feedback drove immediate renewal
- Now a recurring, multi-cohort program
- One of Ferozsons' top L&D investments



The program's success was so evident that Ferozsons chose to make it a recurring engagement — bringing new cohorts of managers through the LUMSx MDP on an ongoing basis. This makes it one of LUMSx's most sustained corporate partnerships, and a true model for how leadership development drives lasting organizational value.

Representing the Vision:

Global & Local Engagements

FROM PROOF OF CONCEPT TO SCALE

LUMSx at SOT XIX

As Beaconhouse celebrated 50 years and the School of Tomorrow conference marked 25 years, SOT XIX in Lahore carried both reflection and urgency. Held under the theme Co-Creating Tomorrow: Humans, AI, and the Future, it reinforced one central idea: the future of learning will not be shaped by technology alone, but by the human choices guiding it.

At the center of the LUMSx panel was a deeper question: what does it take to move digital learning from isolated proof of concept to something that can scale meaningfully across Pakistan?

Moderated by **Mahnoor Hayat** (Instructional Designer), the panel featured **Jazib Zahir** (Director, LCE & LUMSx), **Dr. Suleman Shahid** (Associate Professor, Computer Science, LUMS), **Faryal Siddiqui** (Lead, Learning Experience Design, LUMSx), and **Khizer Tahseen** (Head of Operations, LUMSx). The discussion explored what scaling demands by going into the full lifecycle of an online course, from course ideation and instructional design to the systems that sustain quality at scale, surfacing the foundations that rarely make it to the forefront: institutional trust, pedagogical rigor, governance, and collaboration.

One remark reframed everything:

AI will replace you, if you are a bad teacher. In online learning, you are teaching through the screen, not to the screen.



It was a standard, not a warning. The panel explored AI's growing role in content design, workflow efficiency, and personalization, while holding firm on one point: tools matter, but intent defines their impact. The challenge is no longer adoption. It is a responsibility.



Scaling online learning is not a systems problem. It is an institutional transformation. Because learning has always been a human journey, and SOT XIX leaves us with one question worth carrying forward: **how do we make it more accessible, meaningful, and powerful for the millions across Pakistan still waiting for their turn?**

LUMS GLOBAL ALUMNI CONNECT

Navigating the AI Frontier with Hamza Aftab (OpenAI)

LUMSx hosted an engaging online session featuring **Hamza Aftab**, a former Meta engineer and co-founder of the AI startup Jams, alongside Jazib Zahir and Dr. Ihsan Ayyub Qazi. The discussion offered a rare, behind-the-scenes look at Hamza's journey from a decade-long career at Meta to the high-stakes world of entrepreneurship, culminating in his startup's acquisition by OpenAI.

A central theme of the session was the "emotional rollercoaster" of the startup lifecycle. Hamza candidly shared how his team navigated three distinct pivots—shifting from community-building tools to a podcasting app before finally landing on an AI video agent. His core message to aspiring founders was the necessity of "failing fast." He argued that the ability to iterate and kill non-viable ideas quickly is far more valuable than the initial product concept itself. To execute this, he advocated for lean, high-trust teams of

"mini-co-founders" and a robust professional network, which he credited as the bridge to their eventual acquisition.

The conversation also tackled the seismic shifts AI is bringing to the tech industry. Hamza highlighted how software engineering is being "totally rocked," noting that at OpenAI, over 90% of code is now written with AI assistance. This new reality demands a fundamental "relearning" of the craft, with Hamza championing "vibe coding"—the art of effectively steering AI tools—as a critical skill that should be integrated into modern curricula. Looking ahead, he pointed toward the rise of verticalized AI agents tailored for specific industries like law and construction, as well as the burgeoning field of infrastructure tools built to support other AI companies. For those who missed the live event, the full session is now available on our YouTube channel, offering a masterclass in resilience and innovation in the age of intelligence.



Scan to watch:





On **14th June 2026**, LUMSx hosted Nexus 2026, a one-day event designed to bring together educators, professionals, entrepreneurs, and lifelong learners to explore the changing landscape of work, learning, and professional growth.

Held at LUMS, the event welcomed participants for a day of engaging discussions, practical learning, and meaningful networking.

Through a carefully curated program featuring **two panel talks** and **two interactive workshops**, Nexus 2026 created a collaborative space where participants could exchange ideas, gain fresh perspectives, and build valuable connections.

The event also served as a valuable reunion for the LUMSx alumni community, offering former participants of LUMSx online and hybrid programs the opportunity to reconnect with one another and meet their instructors in person. Alumni shared their professional journeys, reflected on how LUMSx had contributed to their growth, and strengthened relationships that had begun in virtual classrooms. These informal interactions reinforced the sense of community

NEXUS 2026



toward entrepreneurship in Pakistan. Speakers shared their personal journeys, discussing the realities of launching and scaling ventures, navigating career transitions, and cultivating an entrepreneurial mindset in an evolving economy.

Complementing these conversations were two hands-on workshops that focused on practical skill development. **"Learning by Design: Modern Learning Design Principles for Classroom Teachers"**, equipped educators with learner-centered instructional strategies to create more engaging and effective classroom experiences. The second workshop, **"Invisible Skills That Accelerate Careers and Drive Professional Success"**, encouraged participants to strengthen the often-overlooked interpersonal and leadership competencies that play a critical role in long-term career growth. Together, these sessions blended theory with actionable insights, ensuring participants left with ideas they could immediately apply in their professional contexts.



that lies at the heart of the LUMSx learning experience and highlighted the lasting impact of lifelong learning beyond the completion of a course.

Nexus 2026 addressed some of the most pressing conversations shaping today's professional world. The first panel, **"Human + Machine: Redefining Work in the AI Era"**, explored how artificial intelligence is transforming industries, workplaces, and the future of education. Bringing together experts from academia and industry, the discussion examined the opportunities and challenges of working alongside AI while emphasizing the importance of adaptability, innovation, and continuous learning. The second panel, **"From Employee to Entrepreneur: Building Something of Your Own"**, highlighted the growing shift

Nexus 2026 reaffirmed the LUMSx commitment to fostering lifelong learning and building communities that connect education with the evolving demands of the workplace. By combining forward-looking conversations with practical, skills-based learning, while also creating opportunities for alumni to reconnect with instructors and peers, the event empowered participants to navigate change with confidence and strengthen lasting professional relationships. As LUMSx continues to expand its lifelong learning initiatives, Nexus remains a testament to the belief that meaningful learning extends beyond the classroom—growing through shared experiences, collaboration, and continuous professional development.





www.lumsx.lums.edu.pk

