

AMDIP Secretariat

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**Striving for Excellence in
Management Education and Practices**



MESSAGES



Prof Dr Hasan Sohaib Murad
Rector, UMT Lahore
Founding Chairman AMDIP

It has been my distinctive privilege to contribute towards launch of AMDIP in Pakistan. I recall the activities conducted in various cities and institutions in Pakistan and the satisfaction that was realized by all concerned. It is time for the revival and renewal of AMDIP in response to emerging challenges. The field of business education in Pakistan would tremendously benefit from collaborative thinking and collective learning leading to overall development of teaching and research in years to come. The institutional boundaries are significantly important and define the existence and ensure sustainability as well as unique competitive superiority. But there is a limit to growth within boundary. The cross institutional linkages and bridges can lead to such value addition and enrich experiences which cannot be gained otherwise. I earnestly appeal to the leadership of the business schools to engage their respective institution with AMDIP and utilize this forum for interaction and joint activities. This would be beneficial for students and faculty as well as corporate sector. We need to simply follow how associations of business schools in USA (AACSB) and Europe (EFMD) and in our neighboring country India (IMA) have evolved over a period of time and addressed the needs of the field of business education. The work of these association has helped business schools transform themselves into quality institutions, train leadership, and creatively respond to the challenges. AMDIP just has to emulate AACSB and EFMD in terms of its organizational structure and strategies given the context of the landscape of business education in Pakistan. I hope that this restart would lead to a new life and ever growing and expanding institutional existence benefiting all stakeholders of business education.



Dr Syed Zahoor Hassan
Professor, Suleman Dawood School
of Business, LUMS Lahore

As the number of management programs in Pakistan at the undergraduate and graduate level continues to increase and expand, it has become even more important that those involved in various roles in these programs share and benefit from each other's experiences. The issues of faculty development, relevant and rigorous research, proper governance mechanisms and long term financial sustainability have become more important for many management education institutions. Efforts are needed for devising better ways of addressing these and other related challenges. An association like AMDIP has a critical role to play in facilitating and promoting interactions among the faculty and administration of the related schools and institutes. It is only through learning from each that the management institutions in Pakistan can devise ideas and solutions that are feasible and relevant in our context. Since its inception, AMDIP has organized several events including those related to research, faculty and program development. There is much that needs to be done by AMDIP. But an organizations like AMDIP is only what its membership decides it to be. Hence, it is now important that more institutions become members and get actively involved in AMDIP to help shape its agenda and activities. I would urge all colleagues to encourage their institutions to obtain AMDIP membership and to also suggest topics and themes on which seminars, workshops or conferences could be organized by AMDIP. It is only through collective and collaborative efforts that we can help further improve management development in Pakistan and I believe AMDIP provides an effective forum for orchestrating these efforts.



Dr Ishrat Hussain
Dean and Director
IBA Karachi

I am extremely happy to welcome all the Deans of Business Schools in Pakistan to the General Body meeting of Association of Management Development Institutions of Pakistan (AMDIP) and to the NBEAC Annual Conference. We at IBA are privileged to host these events this year.

Unfortunately, AMDIP has been dormant for quite some time and we would like to invite all the business schools who are not members to join AMDIP. In other South Asian countries, our counterparts are quite active but for some reason or the other this has not happened in Pakistan. The occasion of NBEAC Annual Conference provides us an excellent opportunity to hold the Annual Meeting of AMDIP also. This would save both time and money for the business schools.

NBEAC Annual Conference is a good forum to exchange views and showcase best practices that can provide food for thought. Professional fora such as this one have become a necessity in this fast changing world of today. Our students ought to be kept abreast of the developments that are taking place within the country and elsewhere. I wish to thank the HEC for supporting this initiative.

I look forward to seeing you at IBA Karachi on February 9, 2015.

Introduction

The Association of Management Development Institutions in Pakistan (AMDIP) was formed in 2001, by a team of leading educationists and management development gurus of the country with a clear vision of management development in Pakistan. The national secretariat of AMDIP is in Lahore, Pakistan, the center of education and land of old civilization with the touch of modern era.

There is no doubt that institutions of higher learning play an important role in contributing directly or indirectly to the socio-economic development of the country. However, in order to get the optimum result, there is a need not only of making collaborative efforts but also to pool the limited resources to make the best use out of it. One of the objectives of AMDIP and this is to bridge the gap between management education and practice, can easily be achieved by inducting seasoned chief executives and business leaders as professors in practice.

The time has come to review our education enrichment tools and rather than being confined to lectures, term papers and home assignments, we should include case studies, group discussions, research projects, plant and company visits in our pedagogical tool box. Leading corporate chief executives and entrepreneurs should be invited to deliver distinguished lecture series to the faculty and students. We also need to establish linkages with global and regional associations and professional bodies.

Fortunately, the composition of AMDIP membership includes not only educational institutions but also management development institutions, as well as individuals in the field of management working with multinational, national companies or as entrepreneurs. There is great potential of doing even better than what we have so far done towards the accomplishment of the goals of AMDIP. We intend to organize frequent meetings, conferences and seminars to share our knowledge and experiences and expand the membership to include more training institutions and individuals with vast experience in corporate sector.

We are very optimistic about the role AMDIP would be playing in future because the objectives set are very realistic and achievable. We only need to make concerted and congruent effort to make significant difference.



Mission

The mission of the AMDIP is to provide network to the management education institutions across the country to strengthen them in delivering best educational content as well as practical knowledge and to enhance the quality of management education according to the requirement of information technology to compete at international level.

Objectives

- To develop networking of management education institutes across the country
- To share the education enrichment tools and latest knowledge among all its members
- To foster awareness about the management as an important domain for the economic and business development of the country
- To provide a platform for the identification of issues and challenges faced by management education in Pakistan
- To create ethical and moral standards for management education and corporate sector to enhance the national image
- To find ways to internationalize the local management education and human resources
- To create environment for writing and sharing cases of Pakistani business world
- To bridge the gaps between management education and practice by:
 - involving corporate sector through different forums
 - arranging various interactions between educators and decision making authorities in corporate sector to exchange required pace in education
 - providing best possible training programs to the educators