

Policy for Student Enrollment

The policy for SBE student enrollment is enforced as per following:

Being a progressive and competitive business school, SBE shall induct students in business degree programs twice/once a year. Criteria of enrollment in business degree programs shall be set under HEC and University's guidelines. Number of students to be enrolled shall be decided by keeping in view available and potential resources, market trends, and school's financial targets.

In order to attract quality candidates, the school shall implement above mentioned policy through following means:

- Develop quality brochures/flyers and other collateral materials with addition of purposeful high impact content
- Maintain Integrated Marketing Communication Strategy
- Roll out new SBE graphics theme
- Hold innovative activities for admission
- Hold open house sessions
- Run SBE awareness campaign
- Use GMAC tools and other technologies to access candidates
- Develop improved discount policies for high achievers after approval by Rector UMT
- Create social media pages
- Increase social and digital media traffic by creating pull activities
- Run paid social media campaigns
- Develop and conduct info sessions at SBE as well as at the campuses of renowned institutions across Pakistan