

E-NEWS 2024

LAHORE SCHOOL OF ECONOMICS

1st November 2024 - 30th November 2024



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1ST NOVEMBER 2024
URDU STORY WRITING CONTEST -
LAHORE SCHOOL CSR CENTER BURKI
OUTREACH PROGRAM



2ND NOVEMBER 2024
ALUMNI ASSOCIATION LUNCH



2ND NOVEMBER 2024 - KHURRAM
JAVIAD GUEST SPEAKER



Mr. Khurram Javaid, Chief Commercial Officer at Fauji Foods Ltd. visited the Lahore School of Economics on Saturday, November 02, 2024 to give a talk to MBA II students who are enrolled in the course of "Marketing Strategy."

He covered the following topic in his talk:

- Marketing and Branding at Fauji Foods Ltd.



6TH NOVEMBER 2024
INTRA DEBATES COMPETITION BY
LAHORE SCHOOL DEBATING
SOCIETY



6TH NOVEMBER 2024
POSTER MAKING COMPETITION BY
LAHORE SCHOOL ARTS SOCIETY



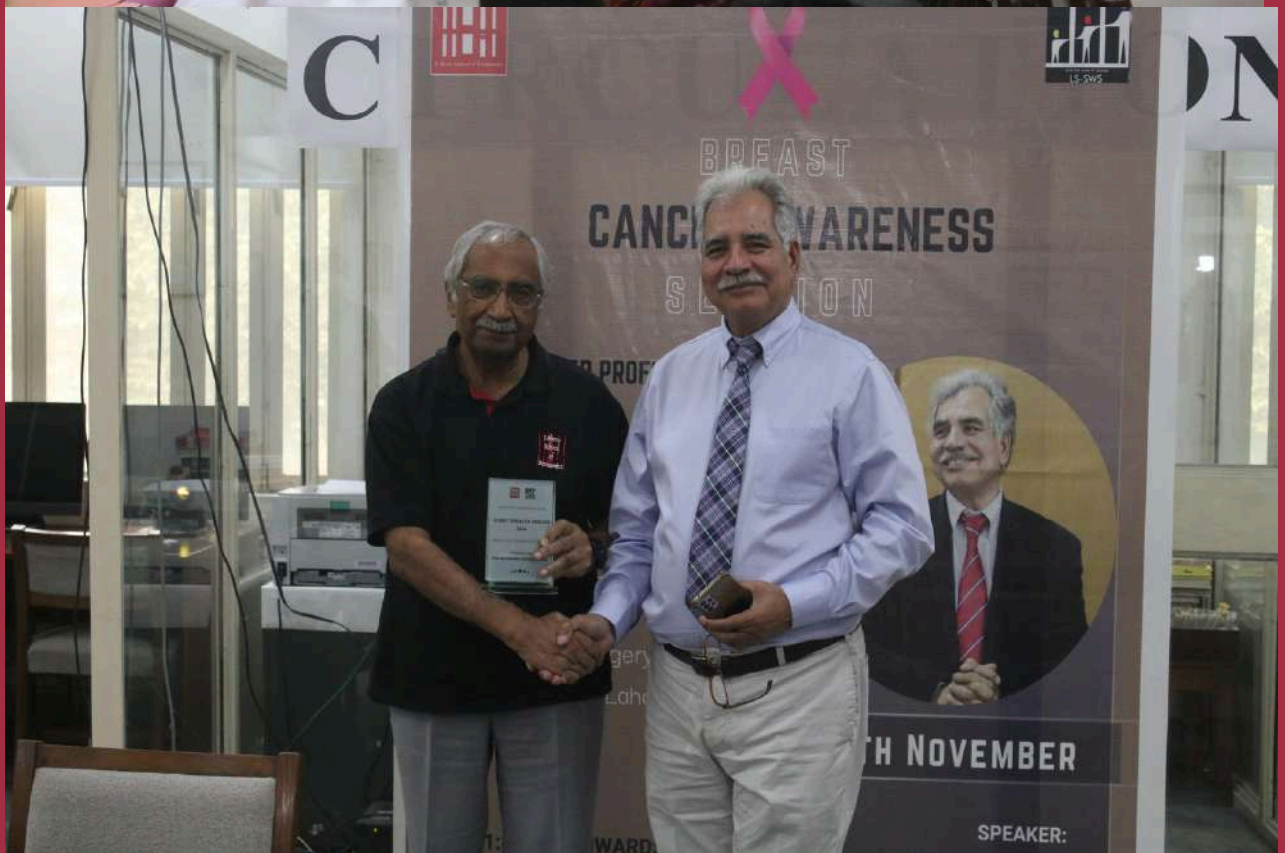
6TH NOVEMBER 2024 – CAREER
COUNSELLING DAY



The Placements Office organized Career Counselling Day to provide Bachelors and MBA students with guidance on career goals, resume building, networking, and job/internship strategies.



7TH NOVEMBER 2024
BREAST CANCER AWARENESS SESSION



7TH NOVEMBER 2024 - THE POWER OF
LIGHT - PHOTOGRAPHY CONTEST
2024



13 TH NOVEMBER 2024
 ZEESHAN MAAN SPEAKER SESSION



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11TH NOVEMBER 2024
FAHAD GUEST SPEAKER SESSION



Mr. Muhammad Fahad, Business Manager at Nescafe Nestle Pakistan visited The Lahore School of Economics on Monday, November 11, 2024 to give a talk to BBA III students who are enrolled in the course of "Introduction to Consumer Behavior".

He covered the following topics in his talk:

The role of AI in digital marketing and its impact on consumer perception

Reliability of AI based decisions

Revolution of corporate culture



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11TH NOVEMBER 2024
YPDC GUEST SPEAKER SESSION



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13TH NOVEMBER 2024
PAKISTAN TOWARDS GREENER
FUTURE



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14TH NOVEMBER 2024
LAHORE SCHOOL MANAGEMENT
SOCIETY GUEST SPEAKER SESSION



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14TH NOVEMBER 2024
MURSHAD ALAM - GUEST SPEAKER
SESSION



Mr. Murshed Alam Qureshi, Director Business Development at Speedy Sourcing Solutions visited the Lahore School of Economics on Thursday, November 14, 2024 to give a talk to BBA IV students who are enrolled in the course of

"Entrepreneurship and SME Management".

He covered the following topics in his talk:

Journey of entrepreneurship

Importance of innovation

Challenges of an entrepreneur



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21ST NOVEMBER 2024 - GUEST SPEAKER SESSION



Mr. Mohammad Ahmad, Director Supply Chain at Fauji Fresh n Freeze visited The Lahore School of Economics on Friday, November 22, 2024 to give a talk to BBA IV students who are enrolled in the course of "Operations Management".

He covered the following topic in his talk:

- Quality Management



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21ST TO 23RD NOVEMBER 2024
SME WEEK



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26TH NOVEMBER 2024
ALI CH GUEST SPEAKER SESSION



Mr. Ali Chaudry, Senior Franchise Manager at PepsiCo. Pakistan visited the Lahore School of Economics on Tuesday, November 26, 2024 to give a talk to MBA II students who are enrolled in the course of "Sales Force Management."

He covered the following topics in his talk:

How to be a successful sales person

Sales as a career path

Females prospects in sales



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27TH NOVEMBER 2024 – MENTORSHIP
PROGRAM



The Placements Office organized the Mentorship Program 2024 and invited 25 companies to connect Bachelors and MBA students with experienced alumni professionals for one-on-one interaction.



27TH NOVEMBER 2024
MENTORSHIP PROGRAM BY LAHORE
SCHOOL PLACEMENTS OFFICE



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28TH NOVEMBER 2024
SME COMPETITION



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28TH NOVEMBER 2024
SME COMPETITION



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29TH NOVEMBER 2024
LAHORE SCHOOL MARKET PLACE



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29TH NOVEMBER 2024
WASIF WASEEM ASHRAF GUEST
SPEAKER SESSION



Mr. Wasif Waseem Ashraf, Founder & CEO at 360 Degree Consulting visited The Lahore School of Economics on Friday, November 29, 2024 to give a talk to BBA IV students who are enrolled in the course of "Entrepreneurship & SME Management".

He covered the following topics in his talk:

Entrepreneurship

Culture of an organization

Difference between business model and business plan



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