

# E-NEWS 2024

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LAHORE SCHOOL OF ECONOMICS

1st March- 31st March 2024



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1ST MARCH 2024  
UNILEVER RECRUITMENT DRIVE



UNILEVER PAKISTAN HELD A CAMPUS DRIVE AT THE LAHORE SCHOOL OF ECONOMICS ON FRIDAY - 1ST MARCH 2024 AT MAIN LIBRARY. THE EVENT HIGHLIGHTED THE UNILEVER FUTURE LEADERS PROGRAM (UFLP) FOR FINAL YEAR BACHELOR'S AND MBA STUDENTS GRADUATING IN 2024, AS WELL AS THE UNILEVER INTERNSHIP PROGRAM (ULIP) FOR THIRD-YEAR BACHELOR'S AND FIRST-YEAR MBA STUDENTS.



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## 4TH MARCH 2024 JAZZ RECRUITMENT DRIVE



JAZZ PAKISTAN CONDUCTED A SESSION ON "JAZZ DIGITAL SQUAD" ON MONDAY - 4TH MARCH, 2024 AT TRC-6 FOR UNDERGRADUATE (3RD AND 4TH YEAR) AND MASTER STUDENTS. STUDENTS WERE BRIEFED ABOUT THE PROJECT WHICH IS A DATATHON COMPETITION DESIGNED FOR THE STUDENTS TO EXPLORE THE DIGITAL OPPORTUNITIES AT JAZZ. IT WILL NOT ONLY TEST THEIR DATA AND ANALYTICAL SKILLS, BUT WILL ALSO PROVIDE THEM WITH A CHANCE TO WORK ON REAL TIME PROJECTS IN JAZZ UNDER THEIR SUMMER INTERNSHIP AND ASSOCIATE PROGRAM 2024.



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## 5TH MARCH 2024 TAPAL MOCK INTERVIEW



THE LAHORE SCHOOL PLACEMENTS OFFICE ORGANIZED MOCK INTERVIEWS FOR THE FINAL YEAR STUDENTS OF BACHELORS AND MBA (BATCH OF 2024) ON 5TH MARCH AT TRC 4. MR. BURHAN ASIF (INTERNATIONAL MODERN TRADE MANAGER, TAPAL TEA (PVT.) LTD) WAS INVITED TO CONDUCT INTERVIEWS. THE PURPOSE OF MOCK INTERVIEWS IS TO PROVIDE STUDENTS WITH A SIMULATED INTERVIEW EXPERIENCE, ALLOWING THEM TO PRACTICE AND REFINE THEIR INTERVIEW SKILLS IN A SUPPORTIVE ENVIRONMENT. THIS HELPS BUILD CONFIDENCE AND PREPARES THEM FOR REAL-WORLD JOB INTERVIEWS.



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# 5TH MARCH 2024 VENTURE VOICES



VENTURE VOICES  
DATE: 5TH MARCH 2024  
VENTURE VOICES SPEAKER SESSION WAS ORGANISED BY  
LAHORE SCHOOL ENTREPRENEURIAL SOCIETY. IT WAS A  
FOCUS GROUP OF ENTREPRENEURS OF LSE.



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5TH MARCH 2024  
DASTAAN-E-DIL



DASTAAN-E-DIL  
DATE: 5TH MARCH 2024  
DASTAAN-E-DIL WAS ORGANISED BY LAHORE SCHOOL  
LITERARY SOCIETY. AN AMALGAMATION OF MUSIC AND  
POETRY.



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## 6TH MARCH 2024 RECKITT RECRUITMENT DRIVE



RECKITT CONDUCTED A RECRUITMENT DRIVE FOR ITS GRADUATE TRAINEE PROGRAM AND INTERNSHIP PROGRAM 2024 ON WEDNESDAY - 6TH MARCH, 2024 AT MAIN LIBRARY. 3RD YEAR BACHELORS STUDENTS AND 1ST YEAR MBA STUDENTS WERE GIVEN INSIGHTS ABOUT ACING THEIR ONLINE TEST AND VIDEO INTERVIEWS. SIMILARLY, THE FINAL YEAR BACHELOR'S AND MBA STUDENTS WERE GUIDED ABOUT THE GRADUATE TRAINEE PROGRAM AND HOW THE STUDENTS CAN BUILD ON THEIR RESPECTIVE RESUMES AND ENHANCE THEIR INTERVIEW SKILLS TO SECURE A SPOT IN THIS PROGRAM.



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6TH MARCH 2024  
INTER-ECONOTHON



INTER-ECONOTHON  
DATE: 6TH MARCH 2024



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# 6TH MARCH 2024 INTER ATHLETICS



INTER ATHLETICS  
DATE: 6TH MARCH 2024



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6TH MARCH 2024  
QAWALI NIGHT



QAWALI NIGHT  
DATE: 6TH MARCH 2024



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8TH MARCH 2024  
MR. ASIM NAQVI, CEO AT OGILVY  
PAKISTAN



- Mr. Asim Naqvi, CEO at Ogilvy Pakistan delivered a lecture at The Lahore School of Economics on Friday, March 08, 2024. The session was attended by MBA II students who are enrolled in the course “Brand and Advertising Management”.
- He covered the following topics:
  - • Future challenges for branding and advertising.
  - • Artificial Intelligence
  - • Career challenges and obstacles for an MBA student in the field of branding and advertisement.



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8TH MARCH 2024  
EFFECTIVE COMMUNICATION  
SKILLS TRAINING (AL SHAFIQ  
FOUNDATION)



EFFECTIVE COMMUNICATION SKILLS TRAINING (AL SHAFIQ FOUNDATION)  
DATE-8TH MARCH 2024  
A COMMUNICATION SKILLS DEVELOPMENT PROGRAM WAS INITIATED FOR SECONDARY LEVEL STUDENTS AT AL-SHAFIQ FOUNDATION TRUST SHELTER FOR GIRLS BY CSR CENTER VOLUNTEER, MS. ALIZA WASEEM. THROUGH INTERACTIVE ACTIVITIES AND ENGAGING DISCUSSIONS, THE AIM OF THE SESSIONS IS TO LET STUDENTS SHARPEN THEIR VERBAL, NON-VERBAL AND LISTENING SKILLS

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9TH MARCH 2024  
CONVOCAATION



CONVOCAATION  
DATE: 9TH MARCH 2024



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CONVOCATION



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9TH MARCH 2024  
CONVOCATION



CONVOCATION  
DATE: 9TH MARCH 2024



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27TH MARCH 2024  
REJUVENATION DAY AT AN  
OLD AGE HOME (MAA  
BASERA)



REJUVENATION DAY AT AN OLD AGE HOME (MAA BASERA)  
DATE-27TH MARCH 2024  
A SPA DAY WAS ORGANIZED FOR MOTHERS AT AN OLD  
AGE HOME. WITH GENTLE MESSAGES, SOOTHING  
FACIALS, AND PAMPERING TREATMENTS, THE MOTHERS  
INDULGED IN A DAY OF SELF-CARE AND BLISSFUL  
REJUVENATION.

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29TH MARCH 2024  
IN-KIND DONATION TO  
ORPHANAGE SHELTER  
(KAFALAT GHAR)



IN-KIND DONATION TO ORPHANAGE SHELTER (KAFALAT GHAR))

DATE-29TH MARCH 2024

THE CSR TEAM'S DEDICATION TO SPREADING WARMTH AND LOVE TO VULNERABLE CHILDREN SHONE BRIGHTLY THIS RAMADAN AS THEY GENEROUSLY DONATED EID CLOTHES TO KIDS AT KAFALAT GHAR. THIS ACT OF KINDNESS NOT ONLY BROUGHT SMILES TO THE FACES OF THE CHILDREN BUT ALSO TOUCHED THE HEARTS OF ALL INVOLVED.

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25TH MARCH 2024  
 AHMAD SALMAN, CEO AT SIGMA  
 DISTRIBUTORS PRIVATE LIMITED



Ahmad Salman, CEO at Sigma Distributors Private Limited visited The Lahore School of Economics on Monday, March 25, 2024 to give a talk to MBA II students who are enrolled in the course of “Strategic Supply Chain Management”. He covered the following topics:

- Relationships within supply chain
- How to maintain relationships with buyers and suppliers.

Mr. Ahmed Salman briefed about his company’s distribution system with efficient supply chain logistics solutions. He explained the core values of Sigma Distributions which include transparency, teamwork, continuous improvement and professionalism.



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26TH MARCH 2024  
MR. SALMAN DANISH NASEER,  
DIRECTOR AT MEDIALOGIC  
PAKISTAN



MR. SALMAN DANISH NASEER, DIRECTOR AT MEDIALOGIC PAKISTAN VISITED THE LAHORE SCHOOL OF ECONOMICS ON TUESDAY, MARCH 26, 2024 TO GIVE A TALK TO MBA II STUDENTS WHO ARE ENROLLED IN THE COURSE OF “BUSINESS POLICY”.

HE COVERED THE FOLLOWING TOPIC:

· INNOVATING AND CREATING VALUE THROUGH AI.

MR. SALMAN DANISH EXPLAINED THAT ARTIFICIAL INTELLIGENCE IS A TECHNOLOGY THAT ENABLES MACHINE TO STIMULATE HUMAN INTELLIGENCE AND PROBLEM SOLVING CAPABILITIES. HE FURTHER TALKED ABOUT BIG DATA AND HOW IT IS USED IN THE INDUSTRY TO DO MARKET RESEARCH.



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28TH MARCH 2024  
MS. HIFSA KHAN, CEO AT HIFSA  
KHAN SALON & STUDIO



MS. HIFSA KHAN, CEO AT HIFSA KHAN SALON & STUDIO VISITED THE LAHORE SCHOOL OF ECONOMICS ON THURSDAY, MARCH 28, 2024 TO GIVE A TALK TO MBA I STUDENTS WHO ARE ENROLLED IN THE COURSE OF "ENTREPRENEURSHIP AND SME MANAGEMENT". SHE COVERED THE FOLLOWING TOPICS IN HER TALK:

- FUTURE PLANNING
- FINANCIAL MANAGEMENT
- EMPLOYEE AND CUSTOMER SATISFACTION
- WORK/LIFE BALANCE



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29TH MARCH 2024  
MR. HASSAN SHAH, CEO AT PAPRED



MR. HASSAN SHAH, CEO AT PAPRED VISITED THE LAHORE SCHOOL OF ECONOMICS ON FRIDAY, MARCH 29, 2024 TO GIVE A TALK TO BBA IV STUDENTS WHO ARE ENROLLED IN THE COURSE OF "STRATEGIC MANAGEMENT". HE COVERED THE FOLLOWING TOPICS IN HIS TALK:

- CORPORATE GOVERNANCE
- GOOD GOVERNANCE
- REASONS FOR FAILURE OF CORPORATE GOVERNANCE



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