

E-NEWS 2024

LAHORE SCHOOL OF ECONOMICS

4th April- 30th April 2024



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4TH APRIL 2024
ASIM JILLANI GUEST SPEAKER
SESSION



Mr. Asim Jilani, Co-Head of Special Assets Management Group at Faysal Bank Limited visited The Lahore School of Economics on Thursday, April 04, 2024 to give a talk to BBA IV students who are enrolled in the course of "Banking".

He covered the following topic:

- Credit Risk Analysis

He talked about components of credit risk management philosophy. He further explained the estimation of the credit risk which is done through analyzing the credit against fraud risk, default risk and credit risk.



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16TH APRIL 2024
SESSION ON CYBER CRIME



18TH & 19TH APRIL 2024
17TH ANNUAL ECONOMICS
CONFERENCE
ON MANAGEMENT OF PAKISTAN
ECONOMY



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19TH APRIL 2024
AMIR TAUFEEQ - GUEST
SPEAKER SESSION



Mr. Amir Tafeeq, Division Head S&M at Interloop Limited visited The Lahore School of Economics on Friday, April 19, 2024 to give a talk to BBA IV students who are enrolled in the course of "Export Marketing".

He covered the following topics in his talk:

- How Interloop has started to expand its business overseas
- Strategies to enter the overseas market



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19TH APRIL 2024
ALI CH - GUEST SPEAKER SESSION



Mr. Ali Chaudhry, Senior Franchise Manager at Pepsico Pakistan visited The Lahore School of Economics on Friday, April 19, 2024 to give a talk to MBA I students who are enrolled in the course of "Consumer Behavior".

He covered the following topic in his talk:

- Consumer Segmentation and Targeting

He explained the franchise model of PepsiCo Beverages. He explained that market segmentation and targeting refers to the process of identifying the company's potential customers, choosing the customers to pursue and creating value for the targeted customers.



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20TH APRIL 2024 ASAD RIZVI-GUEST SPEAKER SESSION



Mr. Syed Asad Rizvi, Head of Marketing and Corporate Communications, JazzCash, paid a visit to the Lahore School of Economics on Saturday, April 20, 2024 and delivered a session on Advertising to our undergraduates and our MBA students. Mr. Asad, who has worked in some major ad agencies before switching to OLX and now Jazz, is one of the most experienced communication experts in Pakistan.

In his session, he emphasized that even though advertising was considered glamorous, he wanted the students to appreciate the strategic part and the thought process behind it that led to the finished ads that we see on TV and in other media touch points. Asad also mentioned his projects which included repositioning the No 1 fintech brand in Pakistan; JazzCash, so that it was also be perceived as the leader brand in its category in Pakistan.



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24TH APRIL 2024
SPORTS SOCIETY ANNUAL CEREMONY



2023 - 2024



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24TH APRIL 2024
PROJECT SCHOOL SUPPLIES BY CORPORATE
SOCIAL RESPONSIBILITY OFFICE



Date: 22nd April 2024

NGO: Falah Foundation

We're pleased to provide an in-kind donation of notebooks to the Falah Foundation - Inclusive Education as part of our Project School Supplies initiative. This contribution ensures that all students are fully equipped for their academic year. By providing essential educational materials, we support the Foundation's mission of fostering an inclusive and equitable learning environment for every student.

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25TH APRIL 2024
DISTINGUISHED ALUMNI GUEST LECTURE ON
"FULLY FUNDED SCHOLARSHIPS & TECH CAREERS"



The event was open to both alumni and current students and featured Adnan Saeed, Product Manager at GOGO X Hong Kong, as the guest speaker. Mr. Saeed shared his extensive experience and provided practical advice and strategies to help attendees achieve their academic and professional aspirations. The event covered topics such as securing scholarships for international studies and transitioning to a career in the tech industry.



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27TH APRIL 2024 TELENOR BANK RECRUITMENT DRIVE

Telenor Bank visited Lahore School of Economics on Wednesday – 24th April, 2024 to conduct the group discussion of shortlisted candidates (students who previously cleared the online test) for Telenor Bank Management Trainee Program. Students were given a topic and were assessed for their cognitive and analytical skills during the discussion.



25TH APRIL 2024 BANK OF PUNJAB RECRUITMENT DRIVE



The HR team from the Bank of Punjab visited the Lahore School of Economics on Thursday - 25th April, 2024 to conduct a recruitment drive for their Galaxy Management Trainee Program 2024. Graduating students were briefed about the application process and the career trajectory of the management trainee program. The drive was followed by on-spot interviews of the participants.

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29TH APRIL 2024
TOTAL PARCO PAKISTAN
RECRUITMENT DRIVE



Total Parco visited the Lahore School of Economics on Monday 29th April, 2024 to conduct their on-campus recruitment drive for their Management Trainees 2024 for the final year students (Bachelors and MBA). As part of this process, they conducted an online gamified test, which serves as an integral step in the selection process. This test was designed to assess the skills and suitability for their Management Trainee role.



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30TH APRIL 2024
MR. AEZAZ HUSSAIN- GUEST SPEAKER
SESSION



Mr. Aezaz Hussain, Chairman at Systems Limited visited The Lahore School of Economics on Tuesday, April 30, 2024 to give a talk to BSC IV students who are enrolled in the course of “Strategic Management”.

He covered the following topic:

- Strategic management of Systems Ltd.

He started the session by talking about his journey of Systems Limited. He said that employee ownership is the strongest part of Systems structure. The resource retention is done through employee ownership.



30TH APRIL 2024
ARMY MUSEUM VISIT BY CORPORATE
SOCIAL RESPONSIBILITY OFFICE



Date: 30th April 2024

NGO: Roshni Green Earth School

Embarking on a journey through time at the Army Museum, the students explored the evolution of warfare from old times to modern conflicts. The captivating displays highlighted antique armor, while guides provided vivid narratives of battlefield experiences, immersing visitors in the intensity of combat. The museum's vast collection of military vehicles stood as tangible reminders of technological advancements. Reflecting on the sacrifices of those who served, the children left with a profound appreciation for soldiers' bravery and resilience, and a renewed commitment to honoring their legacy.



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30TH APRIL 2024
DANIAH ISHTIAQ- GUEST SPEAKER
SESSION



Visit of Daniah Ishtiaq, Advertising Mentor, to the Lahore School of Economics on 30th April 2024. Ms Daniah Ishtiaq, previously of Ogilvy, IAL Saatchi & Saatchi, and BBDO, and now the co-owner of her own agency, visited the Lahore School of Economics on the 30th of April 2024 to deliver a session on Advertising, Advertising Agencies and How an AD is made to our undergraduates. Ms Daniah has been working with advertising agencies for some 14 years.

At the outset she asked the class what a good or bad ads were. She discussed the answers and then noted that an ad which met its objectives was a good ad. For companies it might be an ad that generates activity, or is the talk of the town, or forces consumers to purchase the product after watching the ad.



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