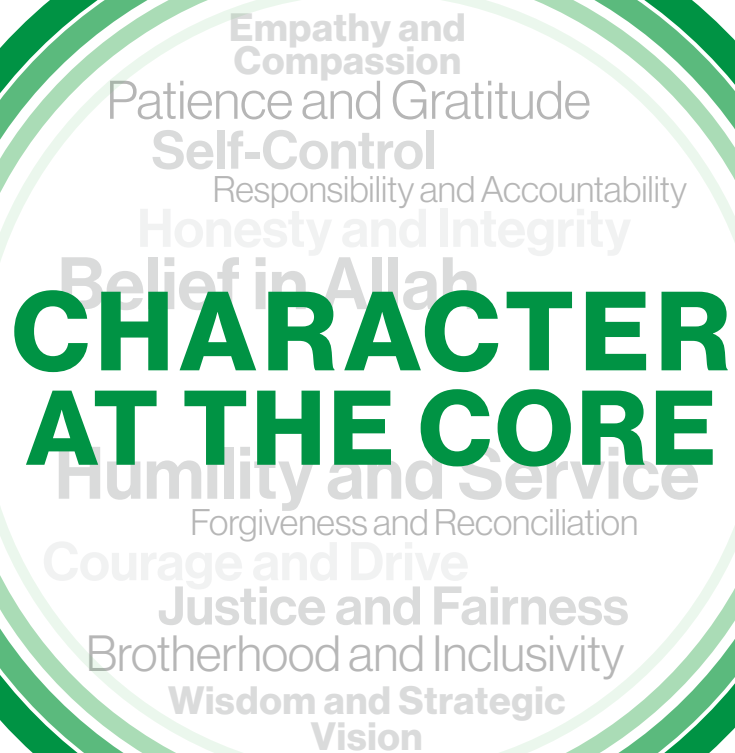


SUPERIOR  
UNIVERSITY

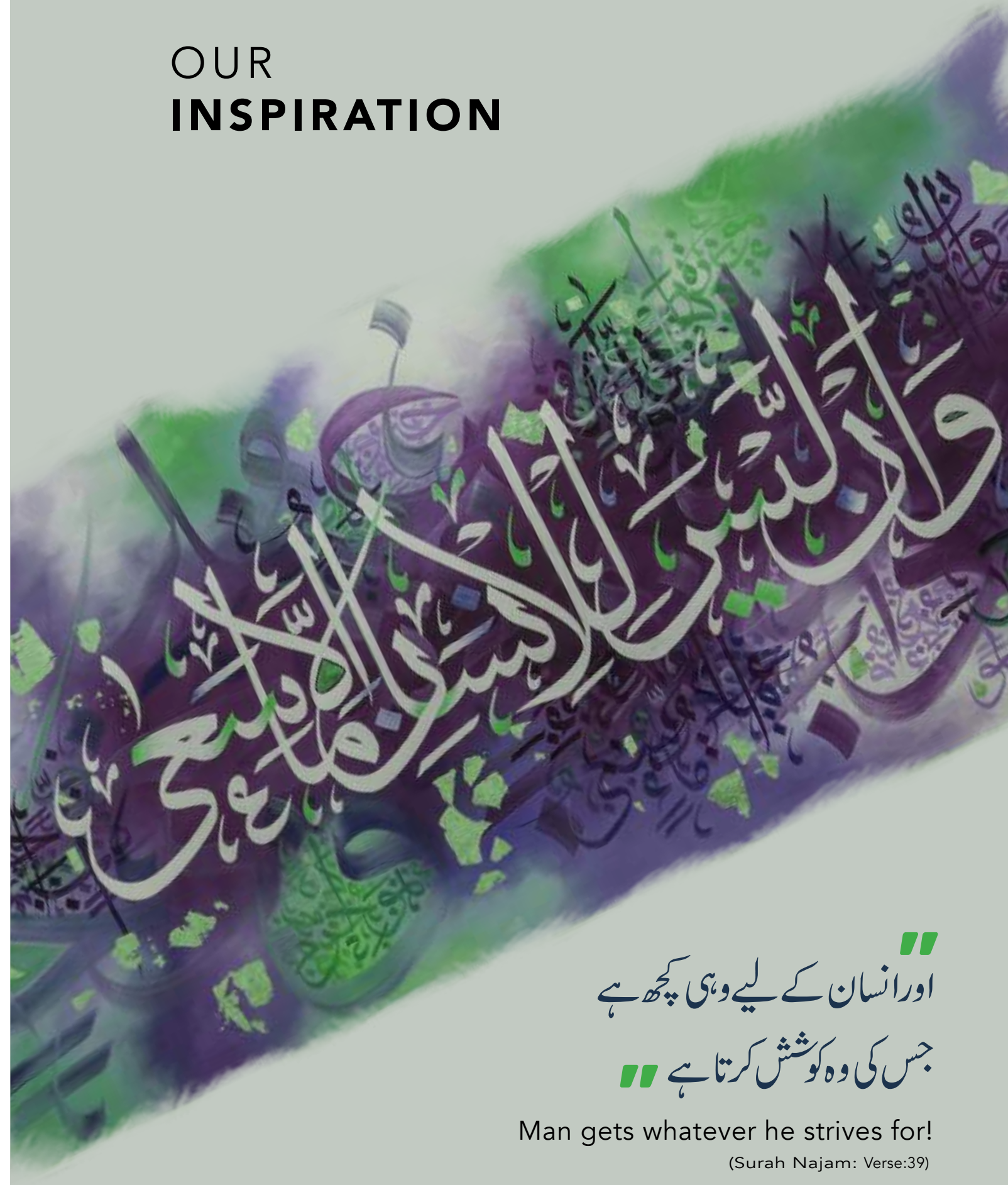


Empathy and  
Compassion  
Patience and Gratitude  
**Self-Control**  
Responsibility and Accountability  
Honesty and Integrity  
Belief in Allah  
**CHARACTER  
AT THE CORE**  
Humility and Service  
Forgiveness and Reconciliation  
Courage and Drive  
Justice and Fairness  
Brotherhood and Inclusivity  
Wisdom and Strategic  
Vision

Redefining Higher Education for  
**Tomorrow's Challenges**

ANNUAL REPORT 2025

## OUR INSPIRATION



اور انسان کے لیے وہی کچھ ہے  
جس کی وہ کوشش کرتا ہے

Man gets whatever he strives for!

(Surah Najam: Verse:39)

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# Foreword

In an era marked by rapid technological advancement and onslaught of AI, global interconnectedness, and complex societal challenges; the need for character development has never been more urgent than this time. While knowledge and skills have long been celebrated as essential for progress, it is increasingly evident that the absence of strong moral principles, ethical behaviour, and emotional intelligence undermines individual growth, institutional performance, and social harmony. As we enter a world increasingly shaped by artificial intelligence, where machines are mastering information and decision making processes, it is character that will define human success, sustainability, and leadership.

The role of ethical orientation and human virtues such as integrity, responsibility, empathy, and stewardship will become even more critical. In the presence of intelligent systems, big data, and immersive digital platforms like the metaverse, our ability to uphold ethics, law, and compassion will be constantly challenged. The future will not be shaped by knowledge and skill alone, but by how deeply we care, how wisely we lead, and how ethically we act.

Within this global context, the Annual Report 2025 of Superior University Lahore is more than a collection of accomplishments. It presents a purposeful response to the leadership crisis through an educational philosophy that places character at the heart of learning. At Superior, we believe that universities must do more than produce technically competent graduates. They must cultivate principled individuals who demonstrate courage, humility, tolerance, adaptability and a sense of duty toward the common good.

This year's report is framed around the theme Character at the Core: Redefining Education for Tomorrow's Challenges. It reflects how Superior is translating this vision into action through its Character Mastery Framework, inspired by the life and leadership of Prophet Muhammad ﷺ. Recognized globally as a model of moral excellence and transformative leadership, his legacy has guided the development of a values-based framework grounded in twelve timeless virtues:

- 1. **Belief in Almighty Allah**
- 2. **Honesty and Integrity**
- 3. **Responsibility and Accountability**
- 4. **Self-Control**
- 5. **Patience and Gratitude**
- 6. **Empathy and Compassion**
- 7. **Humility and Service**
- 8. **Forgiveness and Reconciliation**
- 9. **Justice and Fairness**
- 10. **Courage and Drive**
- 11. **Brotherhood and Inclusivity**
- 12. **Wisdom and Strategic Vision**

These virtues are integrated into every dimension of university life, including curricula, faculty training, co-curricular programs, athletic initiatives, and leadership development. More than seven hundred faculty and staff have been trained as character mentors, and strategic partnerships such as the one with the Jubilee Centre for Character and Virtues at the University of Oxford have enhanced the academic depth of this initiative.

As you read the pages ahead, you will witness a university that is not only educating for the present but shaping ethical leaders for the future. At Superior University, character is not an ideal. It is our core.



# DICA- ON

## To the Visionary Who Became Our Beacon of Light!

This report is dedicated to the individual who has been our beacon of light, our source of strength, and the pillar of our transformation.

To the leader who turned vision into action, values into culture, and education into a movement that transcends classrooms and generations.

**Dr Rehman is Chairman of the Superior Group . He is holding following portfolio as well:**

- **Chairman Board of Governors**  
Superior University
- **President**  
Association of Private Sector Universities of Pakistan (APSUP)
- **President**  
Association of Medical & Dental Institutions of Pakistan (PAMI)
- **Director**  
Pakistan Broadcasters Association (PBA)

The year 2025 marked a defining milestone in the journey of Superior University. What began as an aspiration has now matured into a purposeful transformation, carried forward by the Character Mastery agenda. At the centre of this evolution stands the guiding light of Prof. Dr. Chaudhry Abdul Rehman, whose enduring vision has redefined the role of education in nurturing not only intellect but integrity.

**As Founder and Chairman of The Superior Group, Dr. Rehman** has championed an educational philosophy rooted in purpose, responsibility, and compassion. He has consistently reminded us that universities must be more than centres of instruction; they must

be sanctuaries where character is cultivated, values are lived, and leadership is anchored in service. His inspiration flows from the life of Prophet Muhammad ﷺ, whose example remains the finest model of ethical leadership and moral clarity.

Through his leadership, Superior University has institutionalised a culture where character is not an abstract ideal but a lived reality. From reimagined curricula to faculty mentorship, from student development to governance practices, his influence has shaped an ecosystem where the twelve virtues of the Character Mastery Framework define our ethos and elevate our mission.

**Prof. Dr. Chaudhry Abdul Rehman,** you remain the compass of our purpose and the enduring light of our transformation.

## Rector's Message

The academic year 2024–2025 was a defining period in Superior University's pursuit of meaningful transformation. This report captures not just our progress, but the principles that shaped it. At the heart of our journey lies a belief that real success begins with purpose, and purpose is sustained by character. Every milestone we reached reflects our commitment to preparing graduates who will lead not only with skill, but with integrity.

It has been my privilege to lead this institution through a year marked by direction, discipline, and determination. Across teaching and learning, research, governance, entrepreneurship, and student life, we aligned our work with both national aspirations and global requirements. Every action was measured by its ability to create value, serve people, and uphold our ethos; ethos revitalized by character.

Our Soar to Roar Strategic Plan 2023-28 completed its 2<sup>nd</sup> year and brought significant achievements. Over eighty percent strategic goals were met. We streamlined postgraduate programs, sharpened our institutional positioning, and advanced in global rankings such as Times Higher Education, QS Asia, and WURI. These outcomes speak about our credibility and rising global relevance.

A cornerstone of our progress was the institutionalization of the Character Mastery Framework. More than seven hundred faculty and staff were trained as character mentors.

Core curricula were redesigned to embed values into academic experiences. Our partnership with the Jubilee Centre for Character and Virtues at the University of Oxford added global credibility to our work.

Superior University was declared a Collaborator Member by Babson College, a world renowned institution in entrepreneurship. This prestigious recognition underscores our commitment to fostering innovation and entrepreneurial excellence. We look forward to leveraging this partnership to drive growth, knowledge sharing, and collaborative opportunities.

In January 2025, we hosted the Rector's Conference on Character Mastery, bringing together education leaders to explore how character can anchor national progress. It was a proud moment to lead this dialogue and to position Superior University as a thought leader in values based education.

Our students continued to inspire us. Through democratic processes, Student Voice Leaders contributed to governance and campus culture. The launch of the Superior Wellness Pavilion introduced a holistic ecosystem for well-being, featuring physical fitness, emotional support, well being and community space. On the academic front, our Quality Enhancement Cell secured a record score of 93.53 percent, while our research impact grew through improved X-category ranking.



Platforms such as SEE Pakistan, International Medical Conference, and character-driven entrepreneurship initiatives in collaboration with Association of Private Sector Universities of Pakistan and Pakistan Association of Private Medical and Dental Institutions and international collaborations reflect our promise to nurture not just competent professionals, but responsible global citizens.

Throughout this journey, one conviction guided every step. When character leads, excellence follows. I am honoured to serve an institution that not only educates but uplifts, and to lead a community that believes in the transformative power of values.

## Prof. Dr. Sumaira Rehman

**Rector** Superior University Lahore  
Member Higher Education Commission (HEC)  
Member PHEC (Punjab Higher Education Commission)  
Member Accreditation Committee Government of Punjab  
Member Academic Committee , Higher Education Commission Islamabad  
Director CMACED (Chaudhry Muhammad Akram Centre for Entrepreneurship Development)  
Convenor Governor's Consortium on Entrepreneurship Punjab, Pakistan  
Project Leader COMSTECH & Superior University 3U1M Program for OIC Countries



## Message from the Pro-Rector



Superior University drives academic excellence and innovation, shaping future-ready graduates for meaningful impact.

Superior University continues to advance the frontiers of higher education in Pakistan through its focused commitment to academic excellence, innovation, and student centred development. What sets this institution apart is not only its upward trajectory in rankings or recognition, but the deeper purpose that guides it.

The vision of **Prof. Dr. Chaudhry Abdul Rehman**, rooted in patriotism, integrity, and social responsibility, has found powerful expression under the dynamic leadership of **Prof. Dr. Sumaira Rehman**. Her strategic clarity and skilful execution have elevated Superior University to new heights of national and global relevance.

The institutionalization of the **Character Mastery Framework**, combined with bold strides in curriculum innovation and entrepreneurial education, reflects a modern, values driven approach to higher learning.

Superior is shaping students not just for the marketplace, but for meaningful, responsible participation in society. Its academic reforms, international collaborations, and investment in applied skills signal a university that is future ready and deeply attuned to the challenges of a rapidly evolving world.

As someone who has served in academia for decades, I deeply admire the inclusive, ethical, and forward looking culture that defines Superior University. It is a place where students are empowered to lead, faculty are encouraged to innovate, and leadership is driven by vision and service.

I extend my sincere appreciation to the university's leadership, faculty, and students for another remarkable year of achievement. May this report serve as both a reflection of progress and a reaffirmation of purpose as Superior University continues to build lives, uplift communities, and inspire the nation.

### Prof. Dr. Muhammad Nizamuddin

Pro-Rector, Superior University Lahore  
Sitara-e-Imtiaz, Government of Pakistan

## OUR ETHOS ANCHORED IN CHARACTER

### Vision:

To become a leading Pakistani university driving excellence in learning, innovation, and research.

### Mission:

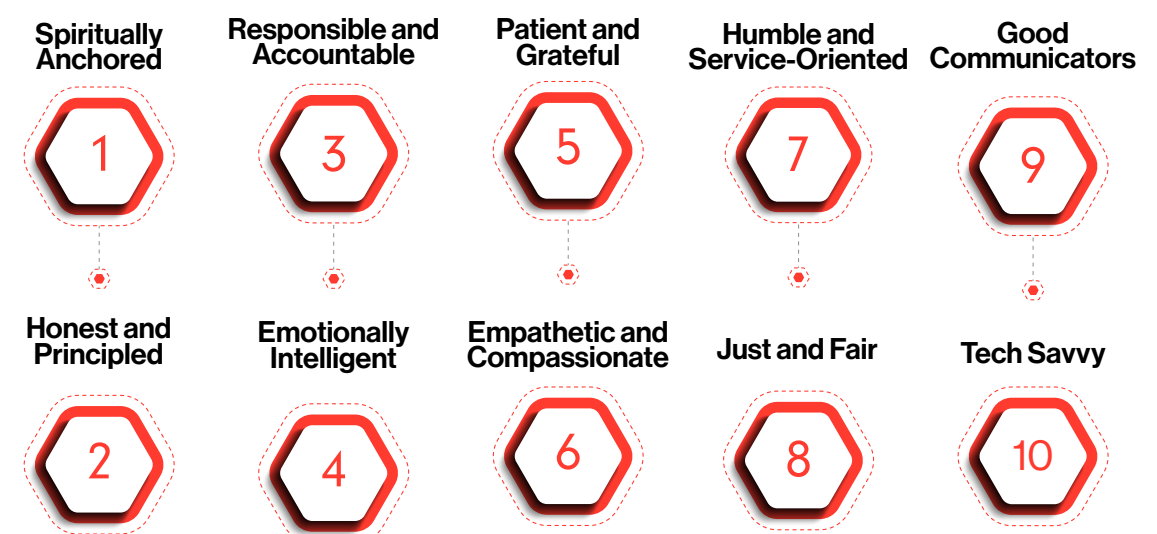
We are committed to transform the lives of our students, faculty, staff, and alumni by providing an excellent learning and research environment that ensures success in their personal, professional, and spiritual lives. We believe in developing **'Superheroes'** who create social and economic impact by exhibiting **Character Mastery** and an **Entrepreneurial Mindset** to build a thriving community.

### Our Core Values

- Student Success
- Excellence
- Innovation
- Teamwork
- Fairness
- Agility
- Sustainability

### Our Graduate Attributes

Guided by the Prophetic Model of Leadership, we have revitalized our Graduate Attributes that reflect not only who our graduates are **but who we are as a university**. They are the living expression of our mission to develop individuals who lead with conscience, character, and competence.



ALIGNED WITH THE UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS

# SUPERIOR AT A GLANCE

Academics

07

Campuses

13

Faculties

26,725

Total Students Enrolled

57%

Male Students

23,382

UG Enrolment

43%

Female Students

2,966

Graduate Enrolment

88%

Student Satisfaction Rate

206

PhD Enrolment

Scholarships and Financial Assistance

Annual Scholarships More than

2.4 BILLION

1.368 B Male

1.032 B Female Under Women Empowerment Agenda

Overall Employability 90%

100 %

Employability in 11 Departments

- Mass Communication
- Management Sciences
- Aviation Management
- Hospitality and Tourism
- Doctor of Physical Therapy
- Pharmacy
- Cyber Security
- Software Engineering
- Aviation Technology
- CS & IT
- Accounting & Finance

217

Startups and Scaleups

1.64B

PKR

Revenue Generated

1972

Jobs Created

86%

Job Relevancy

45-70K

Average Salary within 3 months of graduation

Employability & Alumni

56000+

Total Alumni

84%

Alumni Satisfaction

86%

Employer Satisfaction Rate

168

Total Programs

1329

Total Faculty

70

PG Program

168

PhD Faculty

98

UG Program

4-15

Average Experience

Research

1787+

Scopus Indexed Publications

239

Knowledge Exchange Activities

31

Intellectual Property

Research Grants Secured

PKR 164.3+ Million

40+

Interdisciplinary Projects (CIRI)

70+

National & Global Conference Papers

Ranking & Recognitions

Times Higher Education Impact Rankings

AMONG WORLD'S TOP

101-200

IN QUALITY OF EDUCATION

WURJ

THE WORLD UNIVERSITY RANKINGS for RESPONSIBILITY

25<sup>th</sup>

(B1) Visionary Leadership

31<sup>st</sup>

(A8) SDG-Based Responses to Global Challenges

34<sup>th</sup>

(B8) University Brand and Reputation

Internationalization

17

Nationalities on Campus

354+

Students on Semester Exchange:

209

International Academic Partners

300

Global Internships

25

Foreign Delegates Hosted

35+

International Conferences Attended

Quality Assurance

27

National and International Accreditations

54

Accredited Programs

QEC Score by HEC

93.53%



Investment in the Future

PKR

647.5 M

Annual Expenditure on Infrastructure

PKR

81 M

Annual Investment on Employees Development

PKR

37.68 M

Community Development

PKR

100.78 M

Annual Expenditure on Research

Character At The Core



# Educating with Purpose

## CHARACTER AS OUR INSTITUTIONAL COMPASS

### Responding to the Leadership Crisis of the 21st Century

We live in an era of extraordinary advancement. Artificial intelligence, globalisation, and rapid innovation are reshaping our world. Yet, amid this progress, we confront a disturbing truth, our greatest deficit is not knowledge but character. Leadership today is often defined by charisma and performance, while integrity, compassion, and humility are sidelined. The erosion of ethical leadership has deepened public mistrust and intensified social fragmentation across institutions and societies.

Superior University has responded to this global challenge by reimagining the purpose of education. We believe that true progress requires not only academic rigor but moral clarity. Universities must not only prepare graduates for careers but also cultivate individuals of character. Our answer is clear and deliberate: education must begin with the human soul

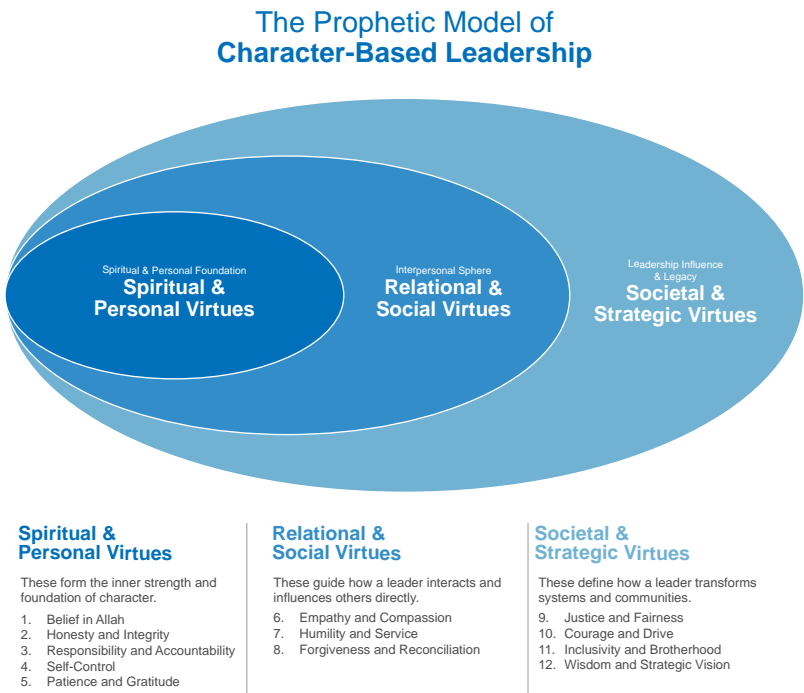
“The future of education lies not in data or degrees, but in dignity and discipline.”

-Prof. Dr. Chaudhry Abdul Rehman

### The Prophetic Model: A Moral Foundation for Modern Leadership

Inspired by the timeless legacy of Prophet Muhammad ﷺ, Superior University has anchored its character agenda in a model that speaks to all dimensions of human development. The Prophet's life offers an unparalleled example of leadership marked by humility, justice, service, and wisdom. His ability to transform individuals and societies was not built on authority alone but on ethical example. Under the visionary leadership of Prof. Dr. Chaudhry Abdul Rehman, the

Chairman Superior Group, this model was interpreted for contemporary higher education. Through years of study and strategic design, he introduced a framework that aligns with both Islamic ethics and modern leadership theory. This framework defines character not as an abstract ideal, but as a structured pathway of personal, relational, and societal transformation. Superior University's Character Mastery Framework is built around three concentric circles that represent the evolution of leadership from within. Each circle builds upon the last, forming a complete model of ethical leadership that aligns purpose with practice.



### Twelve Core Virtues: The Language of Our Culture

These circles are brought to life through twelve core virtues that shape the university's moral vocabulary and graduate attributes. These virtues are not limited to courses or ceremonies. They are embedded in the daily language, actions, and aspirations of our community.

These virtues define what it means to be a Superior student and graduate. They form the ethical compass by which our decisions are made, relationships are shaped, and goals are pursued.

### Institutionalisation of Character Education

Character education at Superior University is not a theoretical model. It is a cultural shift shaped through deliberate action across every academic and operational domain.

#### Academic Integration

Through the university's signature 3U1M Pedagogical Model, character is embedded from the first year to the final semester. Orientation sessions, Seerah-based Islamic Studies, values-integrated English courses, and postgraduate research on ethics and leadership ensure a consistent and developmental journey. The 1M year culminates in reflection and application, linking personal transformation with professional readiness.

#### Faculty Development

Over 750 faculty and staff were trained as character mentors. Top management participated in advanced training sessions, and expert trainers were certified to sustain internal capacity. Residential retreats in Kalam, Naran, and Türkiye fostered deep alignment and spiritual grounding.

#### Co-Curricular Engagement

Character themes were infused across student life. Student Voice Leaders became ambassadors of ethics in governance. Leadership camps, wellness



initiatives, and character-themed events encouraged students to reflect, apply, and lead through values. Governance and Policy Our revitalized Graduate Attributes, policies of upholding honesty, integrity, responsibility, and fairness in governance have formalised our ethical standards. Recognition systems were introduced to celebrate character-driven leadership among faculty and students alike.

#### National and Global Recognition

Superior University led the national discourse by hosting the Rector's Conference on Character Mastery and entered strategic partnership with the Jubilee Centre for Character and Virtues at the University of Oxford, aligning with the highest global standards in values-based education.

### Progress in 2025

Domain	Key Outcomes
Faculty and Staff Trained	751
Top Management Trained	73
Master Trainers Developed	9
Student Engagement	Over 2400 through adventure programs
Residential Retreats	Kalam, Naran, and Türkiye
Oxford Online Summit	290 participants
Reflection Sessions Conducted	25+
Revised Academic Courses	Islamic Studies, English, SEP, 1M

This chapter is not the end of a conversation; it is the beginning of a mindset. The Character Mastery Framework has redefined what we teach, how we teach, and most importantly, why we teach. It has reshaped Superior University's identity, aligning our strategic growth with moral responsibility.

#### Leadership Bootcamp

09

Coaches

04

Captain

Teams

Alpha | Bravo  
Charli | Delta

Accountability Circles

Alphas (Leaders) 120  
Members 360

# Our Purpose Driven Comprehensive EDUCATIONAL ECOSYSTEM FOR ALL

In an age that demands purposeful learning, Superior University has emerged as a model of inclusive, values-based, and high-impact education. Rooted in our Soar to Roar strategic plan (2023–2028) and Character Education agenda, **our educational ecosystem reflects a clear commitment: to become the University of First Choice** by advancing academic excellence, character formation, and equitable access.

**Our Academic Breadth:**  
Thirteen Faculties, Infinite Possibilities

Superior offers a robust spectrum of academic pathways through 13 diverse faculties:

1. Faculty of Business and Management Sciences
2. Faculty of Computer Science and Information Technology
3. Faculty of Social Sciences
4. Faculty of Art and Design
5. Faculty of Arts and Humanities
6. Faculty of Engineering and Technology
7. Faculty of Economics and Commerce
8. Faculty of Medical Sciences
9. Faculty of Pharmacy
10. Faculty of Sciences
11. Faculty of Allied Health Sciences
12. Faculty of Law
13. Faculty of Agriculture and Veterinary Sciences

From business, engineering, and technology to allied health sciences, law, and agriculture, our programs meet the needs of tomorrow's economy while grounding students in ethical purpose. With over 26,700 enrolled students, our undergraduate foundation remains strong, and our graduate and doctoral programs are rapidly expanding.

Our Faculty of Allied Health Sciences is now the 2<sup>nd</sup> largest in South Asia.

Spotlight

**Integrated Teaching and Learning Ecosystem**

Our academic model is enriched through real-world exposure. Strategic subsidiaries such as Infinite Scaleup, SpeakSure, Neo TV, and Hyatt Pharmacy create hands-on learning experiences that bridge theory and practice. Students of Fashion Design work with S'Couture Fashion House, media students seek experience at BOOM FM and PAMA studio and business students apply their skills at incubated ventures within the Superior Group. Centres of Excellence including CMACED, ANCRD, Innovation District 92 ScaleUp Pk, CAKCCIS, SpeakSure, and Agrivet Research Park provide interdisciplinary innovation, research, and character education while the 3U1M pedagogical model ensures values-based education throughout every academic cycle.

**Purposeful Pedagogy with Subsidiary Synergy**

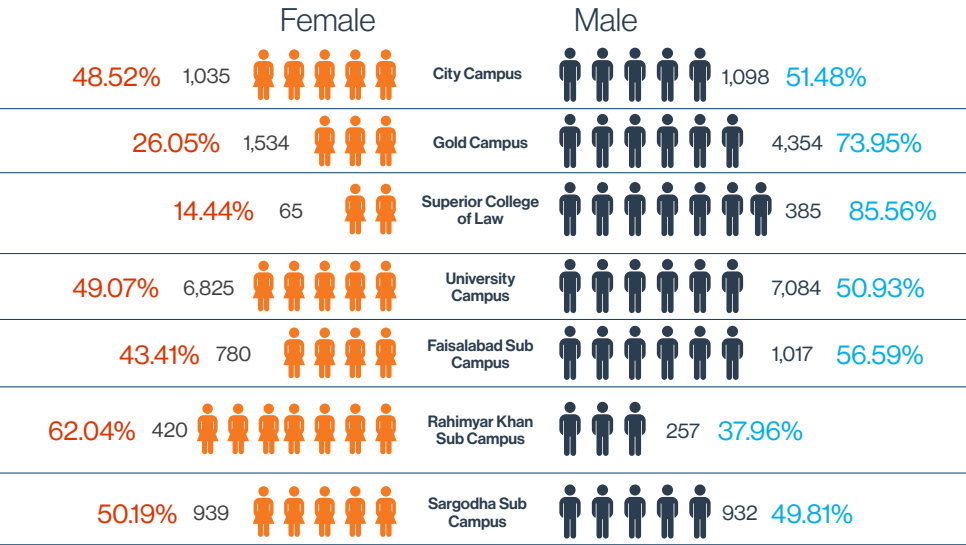


**Expanding Access: A University for All**

Superior University actively promotes higher education access to underserved regions of Pakistan. While Lahore remains our demographic centre, significant outreach includes students from Gujranwala, Faisalabad, Multan, KP, and Baluchistan. Currently, 86% of our students come from Lahore, with strategic inclusion from surrounding regions and a growing pool of international learners from Palestine, Yemen, Sudan, Somalia, and the UK.

**Advancing Gender Equity in Enrolment**

With 43% female enrolment, Superior is making steady progress towards gender parity. Campuses in Rahim Yar Khan (62%) and Sargodha (50%) already report female-majority enrolments. While campuses such as Gold and Law Campus still reflect a gender gap, targeted inclusion policies and financial access programs are closing the divide.



“A rising tide for gender equity is visible across our campuses. Inclusion is not a goal. It is a principle in motion”

**Financial Accessibility:** Improving Educational Access through Financial Assistance and Scholarships

## PKR 2.4 billion Disbursed in Scholarships

Superior is committed to dismantling financial barriers to education. In 2025 alone, **PKR 2.46 billion** were awarded in scholarships, **43% of which benefited female students**. The scholarship framework includes need-based, merit-based, sports, alumni, kinship, and special categories. These scholarships not only enable access but reflect our alignment with SDG 4 (Quality Education), SDG 5 (Gender Equality), and SDG 10 (Reduced Inequalities).

**Expanding Access: Global Trust and Regional Relevance**

With 99.57% of students from within Pakistan and 0.43% from international regions, our demographic footprint shows both deep local roots and emerging global trust. As Superior expands into new geographies including the UAE through RAKEZ and deepens its cross-continental partnerships, we are fulfilling our ambition to become a globally connected, locally impactful institution.





# Innovation in Teaching and Learning

Empowering  
Superheroes  
for building  
Sustainable  
Societies

This chapter presents Superior University's dynamic and evolving Teaching and Learning ecosystem, highlighting our innovative 3U1M Framework, which this year has been further enriched with a focused integration of Character Mastery. Central to this model are four distinct career streams, Startup, Scale up, Design Challenge, and Go Global, which provide students with tailored pathways to explore entrepreneurial potential, drive innovation, and engage globally. We showcase how Project Based Learning (PBL) plays a vital role in equipping students with essential graduate attributes, preparing them not just for jobs but for meaningful contribution. Our Entrepreneurial Teaching and Training Program (ETTP) transforms students'

job oriented thinking into an entrepreneurial mindset, while the Social Entrepreneurship Program fosters socially responsible innovation aligned with the Sustainable Development Goals (SDGs). Finally, we explain how our robust Quality Assurance Framework ensures excellence at every step of the teaching and learning journey, reinforcing Superior's commitment to impactful, future-ready education.



Our Experiential Learning Framework  
to Ensure Employability



The 3U1M Framework offers a transformative four-year academic journey, integrating three years of intensive project-based learning and skill development, followed by a final year focused on personalized, market-driven career pathways. The journey begins with the Freshman Program, which imparts lifelong learning skills among students and prepare them to gain maximum learning and exposure during their degree program.

In the first three years, students engage in hands-on, project-based learning, applying theoretical knowledge to real-world challenges. Their experience is further enriched through flagship initiatives such as the Entrepreneurship Teaching and Training Program, Social Entrepreneurship Program, Mentorship Program, Outcome-Based Education, and the Semester Exchange Program, offering immersive learning and global exposure.

Scan for more information



In the fourth year, students choose from four specialized career pathways, aligned with their individual goals:

**Startup Stream**  
for launching new ventures

**Scaleup Stream**  
for expanding family businesses

**Design Challenge Stream**  
for immediate industry employment

**Superior Go Global Stream**  
for pursuing international careers



**3U1M is Internationally  
Acclaimed Framework, Making  
Waves in OIC Countries**

Standing Committee  
for Scientific and  
Technological  
Cooperation  
(COMSTECH) has  
implemented 3U1M  
Framework as best  
practice among OIC  
Countries by publishing  
it in French and Arabic  
Language

**WE ARE  
RANKED NO.1  
in PAKISTAN AMONG  
NATIONAL UNIVERSITIES  
(B8) BRAND AND  
REPUTATION  
34th GLOBALLY**



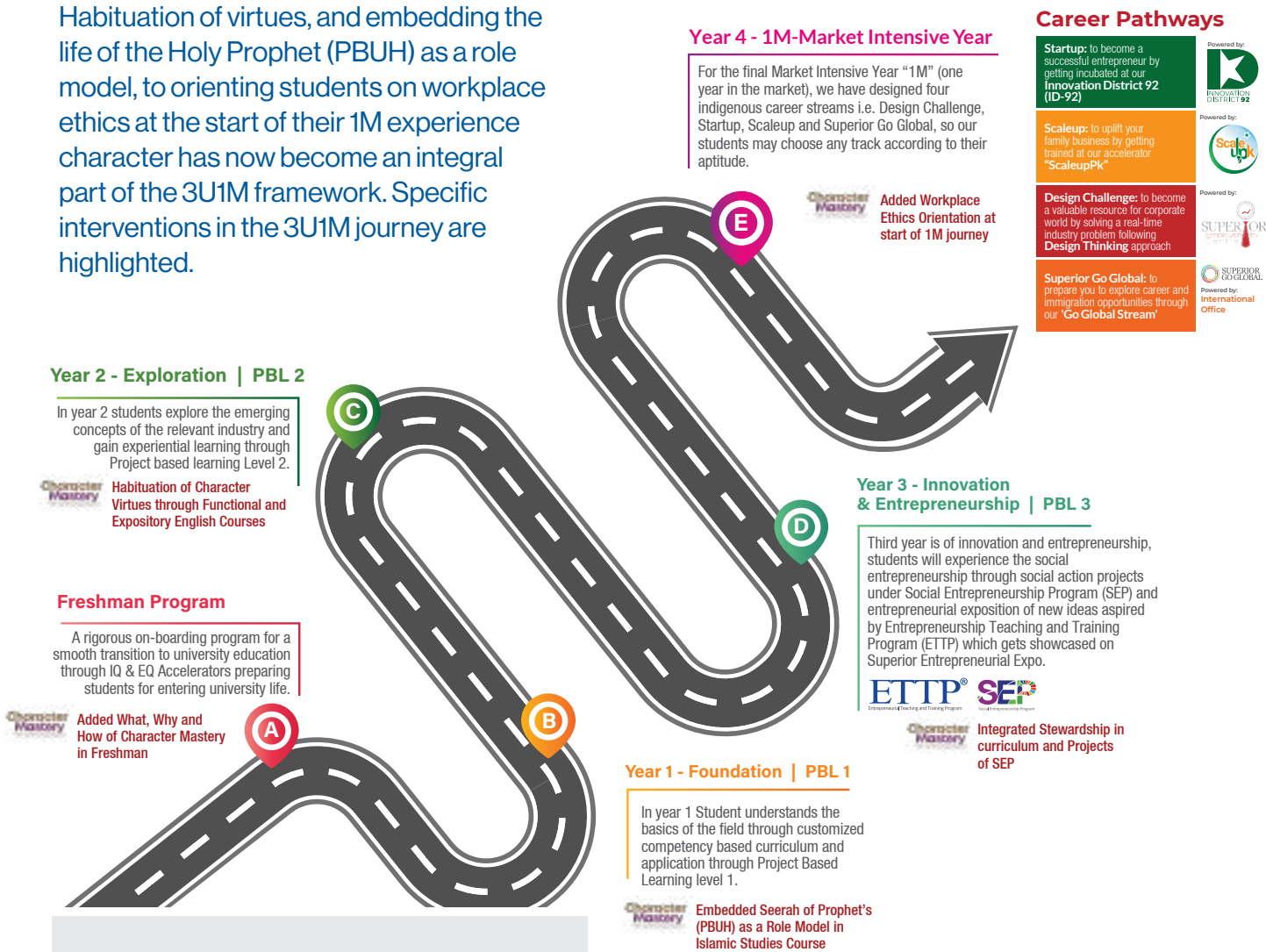
Spotlight

This Year We Have

# EMBEDDED CHARACTER MASTERY

Across **3U1M**

In line with the implementation of the Character Mastery agenda, special interventions have been strategically designed across the student journey. From understanding the “why” of character, Habituation of virtues, and embedding the life of the Holy Prophet (PBUH) as a role model, to orienting students on workplace ethics at the start of their 1M experience character has now become an integral part of the 3U1M framework. Specific interventions in the 3U1M journey are highlighted.



With integration of Character Mastery into 3U1M, students now experience a transformative journey that cultivates both graduate attributes and character

Spotlight

# Freshman Program

Stepping into your Superhero Journey

## Building Foundations of LIFE LONG LEARNING



The 3U1M journey begins with the Freshman Program, welcoming students into a supportive environment where they develop essential life management and soft skills. Led by the Office of Engagement & Co-Creation (OEC), this initiative helps students understand their personalities, align with future goals, and build leadership, teamwork, emotional intelligence, entrepreneurial mindset, and civic responsibility.

16 Module	160+ Faculty Trained	67 Trainers
250+ Training Delivered	3856 Students Trained	500+ Community Campus Projects Initiate

### The Life Changing Modules

- Orientation
- Emotional Intelligence
- Character Mastery
- IQ Accelerator
- Dynamics of Semester System
- Brand Yourself
- Leadership and Team
- Entrepreneurial Mindset Work
- Design Thinking
- Exploring Plan EQ + Poster Exhibition Guidelines
- Power of Belief
- Personality Development
- Building Social Capital
- Stepping into Digital World
- Developing Socially Responsible Youth
- Art of Communication

### Fostering Belonging through Freshman Socials

A key feature of Freshman Program is Freshman Socials, which is designed to:

- **Building Community** by connecting freshmen students through shared interests like music and games.
- **Celebrating Cultural Diversity** by using food and cultural exchange as a medium
- **Boosting Campus Spirit** through competitions and challenges to foster pride and belonging



**Freshman Program:** It empowers new students through interactive learning, peer collaboration, and a vibrant campus spirit laying the foundation for lifelong learning and leadership at Superior University



## Year 1 and Year 2 of 3U1M puts learning into actions through our **PROJECT BASED LEARNING** Pedagogy

### Year 1 of 3U1M Program

lays the foundation for a transformative learning journey.

Departing from conventional teaching, it introduces a student-centered, experiential model supported by the Freshman Program. Through life skills training and real-world experiences, students engage in meaningful learning that goes beyond cognitive development and sets the tone for lifelong success.

### Year 2 of 3U1M Program

is a time of exploration and self-discovery.

In this year, students explore academic options aligned with their interests and learning styles. With increased autonomy and flexible learning pathways, they gain clarity of purpose, shape their professional identity, and continue developing cognitively and personally through meaningful skill-building experiences.

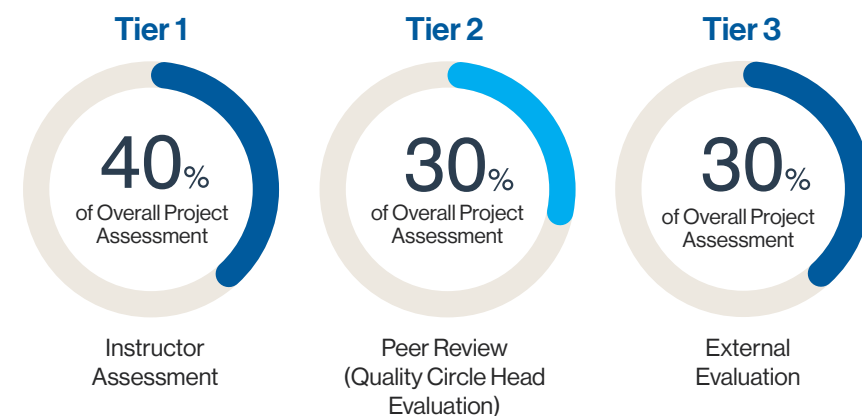
### A hallmark feature of Project Based Learning is our **Comprehensive Instructional Design**

At the end of each year students undertake a Capstone Project which is aligned horizontally, with courses being taught in that semesters and vertically, with courses taught in the previous semester(s). This enables students to apply their theoretical knowledge into real life situation and projects.

#### Integration with Program Learning Objective and Outcomes

Each PBL is tailored to the specific program to build key skills and graduate attributes. Progress is tracked through PLO-based evaluations, monthly skill tracking, and final analysis reports.

#### Innovative Assessment Framework



## Year 3 of the 3U1M empowers Youth to create social and economic impact through **ENTREPRENEURIAL TEACHING & TRAINING PROGRAM**

The Entrepreneurship Teaching and Training Program (ETTP) is a flagship initiative at Superior University that builds entrepreneurial mindsets in both faculty and students. For faculty, it offers capacity building to teach and mentor effectively. For students, it shifts focus from job seeking to job creation through a 3-credit hour course featuring innovative teaching and practical assessments. Supported by incubators, funding, showcases, and mentoring, ETTP empowers students to turn ideas into real ventures.

Scan for more Detail



**CMACED ranked as a Top Challenger Incubator/Accelerator in Asia-Pacific (APAC)**

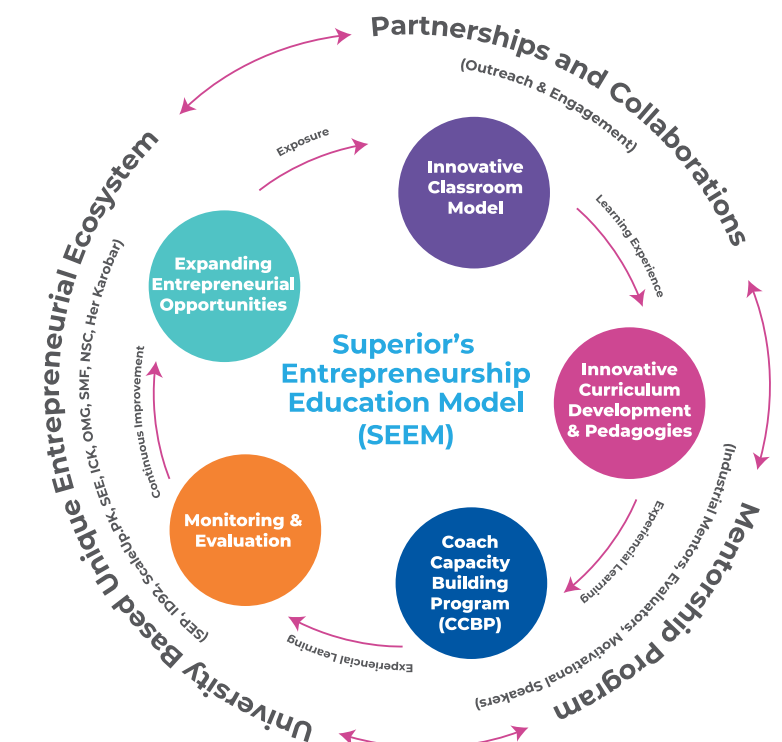


At the heart of ETTP lies

## **SUPERIOR ENTREPRENEURSHIP EDUCATION MODEL (SEEM)**

that shapes entrepreneurial mindsets among students and Faculty

Superior Entrepreneurship Education Model (SEEM), focuses on cultivating an entrepreneurial mindset and skillset essential for launching new ventures and driving innovation within established companies, ultimately creating social and economic impact. This practice-based approach develops entrepreneurial leaders through six core components of SEEM.

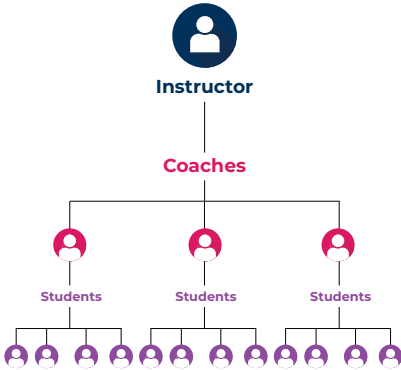


ETTP has been developed and implemented by The Chaudhary Muhammad Akram Center for Entrepreneurship and Development (CMACED). It is university's flagship hub for cultivating entrepreneurial mindsets. It empowers students to become job creators by supporting early-stage business ideas with mentorship, networks, and facilities.

ALIGNED WITH THE UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS

### Innovative Classroom model

Our innovative classroom model for the entrepreneurship course is a collaborative effort between a certified instructor and trained coaches. The instructor delivers lectures and provides guidance, while the coaches work closely with students to help them bring their business ideas to life. Students are divided into groups of five, where they develop and refine their startup concepts.



## A Core Component of Entrepreneurship Teaching and Training Program is SUPERIOR ENTREPRENEURIAL FORUM

The Superior Entrepreneurial Forum is a vibrant platform where successful entrepreneurs share real-life stories of challenges, motivation, and strategies.



### Innovative Curriculum Development & Pedagogies

Our curriculum and pedagogies ensure that every graduate will possess the necessary entrepreneurial skills and knowledge, and entrepreneurship training in developing entrepreneurial attitudes and behaviors.

The ETPP team creates the entrepreneurship curriculum in consultation with all faculties and departments.

### Coach Capacity Building Program

At the core of ETPP lies the Coach Capacity Building Program (CCBP), a comprehensive training program for faculty members. Through CCBP, faculty members receive cutting-edge training on “teaching entrepreneurship,” equip themselves with the knowledge and skills to incorporate entrepreneurship theory and practice into their courses effectively.

#### Core Training Modules

Entrepreneurial mindset in action	Design Thinking
Marketing Plan	Financial Plan
	Business Model



### TedWEE Talk Series



We Empower Future Women Entrepreneurs Through Real Life Stories and Inclusive Learning



Global Entrepreneurship Week is a worldwide celebration that unites millions in recognizing the power of ideas, creativity, and entrepreneurship. CMACED-Superior University brought this global movement to the campus to ignite the entrepreneurial spark within the students.

### MONITORING & EVALUATION

Our monitoring and evaluation approach combines data collection, analysis, and assessment to determine the extent to which our program’s stakeholders - including instructors, students, and coaches - have achieved their objectives. We gather input- and output-focused data to inform our ongoing strategy, enabling us to gauge implementation efficiency, identify performance bottlenecks, and make data-driven decisions to optimize program effectiveness.





Scan for details

# SUPERIOR MAKER FESTIVAL

The Superior Maker Festival stands as a vibrant, community driven celebration of creativity and innovation, where individuals from diverse backgrounds converge to share their passion for projects, inventions, and groundbreaking ideas. This dynamic gathering not only showcases inventive talents but also fosters an environment that nurtures essential skills such as teamwork leadership.

16 Module	160+ Faculty Trained
67 Trainers	250+ Training Delivered
3856 Students Trained	500+ Community Campus Projects Initiate

## Igniting Critical Thinking, Entrepreneurial Spirit, and Hands-on Learning for a Future-Ready Generation



The festival also brings fireside chat, panel discussion and competition to augment critical thinking, creativity and problem solving skills among students.

### Fireside Chats

- Digital RevolutionThe New Backbone of Pakistan's Economy
- The Role of Financial Institutions in Driving Green Growth
- Building Impactful Futures: Empowering University Mentors to Advance Sustainable Development
- Social Enterprises as Drivers of Sustainable Development in Pakistan

### Panel Discussions

- Strategies for Startups to attract Investment
- Youth as Changemakers- Empowering the Next Generation of Sustainability

### Student Competitions

- Art of Recycling
- Tech Fes
- Startup Idea Pitch



## Year 3 of 3U1M also Features SOCIAL ENTREPRENEURSHIP PROGRAM



The Social Entrepreneurship Program (SEP) is a mission in service, humility, and brotherhood. Rooted in Community-Based Experiential Learning, it turns classroom insight into community action, growing empathetic, purpose-driven problem solvers. Every undergraduate completes 96 community hours addressing real needs tied to the UN SDGs. Delivered under CMACED, SEP helps students design sustainable social solutions while learning to serve with dignity, listen with humility, and work in solidarity with communities. Its impact is recognized globally, reflecting through THE Impact Rankings, WURI, and Superior University's distinction as Pakistan's only university highlighted in the UN Academic Impact Report.



Scan for details

### How SEP Works?

The SEP curriculum is a structured yet flexible journey from self-discovery to social innovation. Students learn to identify community problems, co-design sustainable solutions, and execute social action projects with measurable impact.



### Highlights of 2024

402 Faculty Trained	452 Youth Development Trainings
Social Project Fundings 72.91M by NGOs	100+ NGOs
Social Action Project 2260	Community Hours Served 2.60 M

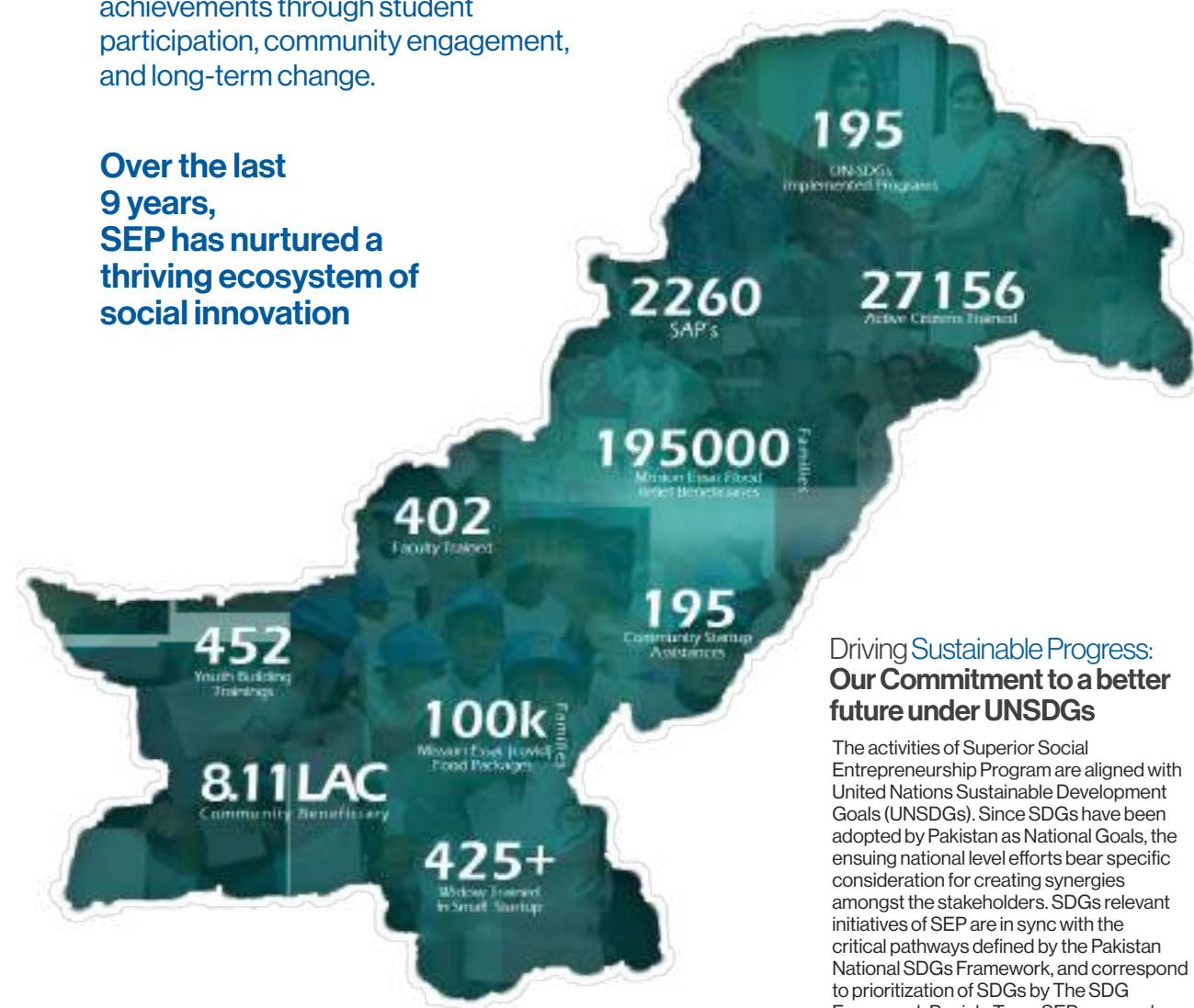
SEP Program demonstrate our Commitment to Uplifting Communities and Sense of giving back

Spotlight



A snapshot of SEP's growth and achievements through student participation, community engagement, and long-term change.

**Over the last 9 years, SEP has nurtured a thriving ecosystem of social innovation**



#### Driving Sustainable Progress: Our Commitment to a better future under UNSDGs

The activities of Superior Social Entrepreneurship Program are aligned with United Nations Sustainable Development Goals (UNSDGs). Since SDGs have been adopted by Pakistan as National Goals, the ensuing national level efforts bear specific consideration for creating synergies amongst the stakeholders. SDGs relevant initiatives of SEP are in sync with the critical pathways defined by the Pakistan National SDGs Framework, and correspond to prioritization of SDGs by The SDG Framework Punjab. Team SEP engaged thousands of volunteers contributing towards SDGs. Some of our pristine projects are highlighted



Scan for more information



**We are the only Pakistani University among 25 Globally Recognized Institutions by United Nations**



## Social Action Projects

### Social Innovation in Action

We showcase the dynamic spirit of innovation and social responsibility embodied by its students through Social Action Projects (SAPs). These student-led initiatives blend design thinking, empathy, and creativity to tackle pressing social challenges and generate meaningful impact. By encouraging collaboration and critical problem-solving, these projects empower students to become proactive changemakers dedicated to improving communities. The highlights below illustrate some of the most inspiring and transformative efforts driven by our students, reflecting the university's commitment to fostering socially conscious leadership.

#### Some Student Projects completed under SEP



Re-Jean: A project of recycling old jeans



Charcoal Whitening Powder: Reincarnation of centuries old formula



Fun-e-Dastoor: enrouting access of cottage industry to the market



Water Wheeler: An easy to move water gallon enabling access to clean water



EcoWonder: An effort to reduce plastic pollution



Prosthetic Placement: A Solution for handicapped persons



Crusher Machine: For use of small scale farming



Sanitary Pad Vending: Machine installed in female washrooms



Natural Teeth Whitening Powder



Floral Green Tiles: Made with sustainable materials

**WE ARE RANKED at 31<sup>st</sup> place Globally**

**(A8) SDG-Based Responses to Global Challenges**



**Spotlight**



# OUR CAMPAIGNS THAT CREATED IMPACT

We believe in the power of our students to drive meaningful social change. Through active civic engagement, we empower them to become not just observers, but agents of transformation. Our student-led Social Action Campaigns address critical social, environmental, and humanitarian issues, raising awareness, sparking dialogue, and mobilizing peers for collective action. By tackling real-world problems, students develop leadership, empathy, and a strong sense of civic duty. Whether advocating for climate justice, education, or public health, they lead with passion and purpose. These campaigns foster a campus culture of responsibility and activism, turning classrooms into launchpads for service and innovation. We are shaping socially conscious leaders committed to building a more just, compassionate, and sustainable world.

5083  
Volunteer Trained

455,532  
Community Hours

73  
Collaborations

158  
Character Building Trainings

176,630  
Beneficiaries

19.31M  
Community Projects Funding



## Happiness Bank

Happiness Bank is a student-led kindness revolution transforming **2.4M+ Rashan packages** and **36 Zero Hunger** initiatives into moments of dignity and emotional uplift for society's unseen heroes. It channels compassion into impact, with **90K people served in Iftar drives**, at a cost of **3.15 CR**.



## Apna Rozgar

Apna Rozgar empowers **116+ community and student-led startups** and provides **100 local startups and financial assistance**, promoting financial independence through vocational training and micro-enterprises.



## Smog Awareness

Awareness campaigns educated thousands on smog-related health risks and preventive measures, encouraging eco-friendly practices to combat urban air pollution.

## Each One Teaches One (EOTO)

Students mentor underserved **250+ children** in literacy and life skills, turning classrooms into sanctuaries of hope and planting the seeds of educational equity one child, one bond, one future at a time.



## Mission ESSAR

Mission ESSAR is a student-powered crisis force that raised **PKR 91M+**, mobilized **30,000+ volunteers**, aided **100,000+ families**, and delivered **5,000+ food packs**—responding to COVID-19, 2022 floods, Turkey quake (**400K aid**), Gaza relief, and winter emergencies with **832 kits** and **255 sleeping bags**.



## Breast Cancer

Educational sessions and outreach drives raised awareness about early detection, reaching thousands of women with life-saving knowledge.



## Ehsaas – WE4U

With over **16 emotional support activities** and **1,200 lives touched**, Ehsaas – WE4U cultivates deep empathy as students engage directly with the elderly, orphans, and marginalized communities, turning compassion into lifelong civic consciousness.



## Rah-e-Shifa Health outreach

Bridging the healthcare gap, this initiative has hosted **55+ medical & awareness drives**, empowering students to serve vulnerable populations while learning the ethics of care, advocacy, and health equity.



## Ramzan Iftar & Eid Gift Drives

Compassionate student efforts brought warmth and dignity to underprivileged families through food distribution and gift packages during the holy month.

## Earth Guardians – ME4U

Earth Guardians have mobilized **20818 students** and planted over **500,000 trees**, greening **33+ areas** and awakening a generation to climate action and ecological responsibility. This student-led movement sparks climate consciousness and cultivates a culture of ecological stewardship.



## GENDER EMPOWERMENT

Workshops and street campaigns challenged gender stereotypes, empowering women through skills training and self-defence education.



## Thalassemia & Anemia Drive

Blood donation camps and genetic awareness drives educated thousands and supported long-term care for thalassemia patients.





# SDGs INITIATIVE AT SUPERIOR UNIVERSITY

## Toward an Inclusive and Sustainable Society



Superior University has embedded many unique initiatives in compliance with the United Nation's Sustainable Development Goals (UN-SDGs) into its core philosophy and future agenda. With a strong commitment to sustainability and social responsibility, the university is focusing on engaging faculty and students in transformative activities that promote global progress and peace. This comprehensive approach includes academia, student engagement, research, partnerships, operations, and governance. Central to this effort, the Superior SDG Hub was established in 2021, which hosts a diverse array of events and projects both on and off campus. These initiatives are designed to foster a supportive ecosystem that nurtures well-rounded individuals capable of making a significant social impact.

Our goal is to seamlessly integrate the United Nations' Sustainable Development Goals 2030 into all facets of the university's academic and operational framework. This integration aims to enhance our commitment to excellence in education, innovation, and research while amplifying our socio-economic contributions. We strive to cultivate a sense of responsibility and empowerment among students, encouraging them to actively participate in addressing global challenges. By providing comprehensive knowledge and practical skills, we aim to prepare our students to be proactive leaders and change-makers. This initiative is intended to inspire a culture of sustainability and social responsibility, ensuring that our graduates are equipped to contribute meaningfully to a better future for all.



### ROADMAP FOR SUSTAINABLE LIVING

SDG 01 - No Poverty  
SDG 02 - Zero Hunger  
SDG 03 - Good Health and Well-Being  
SDG 04 - Quality Education



### ROADMAP FOR PRESERVATION OF THE PLANET

SDG 13 - Climate Action  
SDG 15 - Life on Land  
SDG 14 - Life Below Water  
SDG 06 - Clean Water and Sanitation



### ROADMAP FOR COLLECTIVE GROWTH

SDG 08 - Decent Work and Economic Growth  
SDG 07 - Affordable and Clean Energy  
SDG 09 - Industry, Innovation and Infrastructure

## INTEGRATION OF SDG'S ACROSS UNIVERSITY



### ACADEMICS

1. Program mapping according to the UNESCO's learning objectives concerning the SDGs
2. Incorporating SDG-themed pedagogy on undergraduate, graduate, and postgraduate levels
3. Launching independent programs on the SDGs and sustainable future
4. Mapping all 195 programs on the SDGs empowering the students to create a sustainable impact
5. Implementing a feedback mechanism to assess the student body's understanding of the SDGs
6. Integrating the SDGs into the Self-Assessment Reports (SARs) of all the programs and incorporating them in the relevant PLOs/CLOs of the programs and courses, respectively
7. Collecting and assessing each department's individual sustainability report covering economic, social, and ecological aspects of sustainability upon the completion of every cycle

### STUDENT ENGAGEMENT

1. Incorporating an SDGs Awareness Workshop in the Orientation Session of Freshman Semester
2. Conducting regular SDG awareness interventions with all Student Bodies to impart the significance and their relevance to the specific SDGs
3. Integrating two (2) annual awareness sessions into the annual agendas of all the Student Bodies in relevance to their SDGs
4. Mapping all student-led activities on the SDGs empowering the students to create a sustainable impact
5. Collecting and assessing sustainability compliance reports from student body advisors covering economic, social, and ecological sustainability of every event and project
6. Rolling out SDGs Awareness Surveys at the beginning and end of the year sustainability and compiling reports covering economic, social, and ecological aspects of sustainability upon the completion of every cycle

**SUPERIOR** is the Only  
**UNIVERSITY** from  
**PAKISTAN**



featured in  
**United Nations**  
Academic Impact

For Implementing Best Practices of  
**SDGs** in Higher Education

## HIGH IMPACT INITIATIVES

### 1. Student Opportunities

1. International volunteers' engagement program
2. Youth character building initiative
3. Nurturing future leaders through youth leadership trainings
4. Volunteers' engagement with NGOs, CSOs, and industrial partners
5. Nurturing talent through 25 student-led Superior Societies
6. Enriching student experience through 20 student-led Departmental Clubs
7. Community Zero Hunger initiatives
8. Community startup support center
9. Serve the Servers
10. Campus Climate Warriors

### Local Community Engagement Programs

1. Community No Poverty initiatives
2. Local startup assistance program
3. Community teaching and learning initiatives
4. Community health outreach program
5. HER Karobar for widows
6. Kids entrepreneurship program, Oh My Genius for orphans
7. Peace awareness program
8. Disability support services
9. Learning disability support services
10. Emotional support program for orphans, widows, and the elderly

### 2. Research and Partnerships

1. Research alignment with the SDGs
2. Faculty capacity building in terms of research-related SDGs
3. Inter- and cross-disciplinary as well as a collaborative research approach
4. Youth-led community action research
5. SDGs-related policy development and recommendations to the related stakeholders
6. SDGs Research Conference
7. Research projects
8. Partnership with industries, public sector bodies, and social sector to align SDGs implementation strategies at local, regional, national, and international level

### 3. Operations & Governance

1. Integrating SDGs policy into the Superior University across all levels
2. Mapping of student bodies - Departmental Clubs and Superior Societies - in accordance with the SDGs
3. Inclusion of the SDGs in performance evaluation

### 4. SDG Events

1. SDGs Colloquium Series
2. SDGs Studio Talk
3. SDGs-oriented seminars
4. SDGs Celebration Week
5. SDGs Awareness Campaign
6. Annual Conference on SDGs



### ROADMAP FOR LASTING PEACE & HARMONY

SDG 10 - Reduced Inequalities  
SDG 12 - Responsible Consumption and Production  
SDG 11 - Sustainable Cities and Communities  
SDG 05 - Gender Equality  
SDG 16 - Peace, Justice and Strong Institutions



### PARTNERSHIPS

### ROADMAP FOR A COLLABORATIVE FUTURE

SDG 17 - Partnerships for the Goals



# Global Citizenship Taking SEP Worldwide

We prioritize nurturing global citizenship by empowering our students to engage meaningfully with the world beyond borders. This initiative connects students with international networks, enhancing their global awareness and broadening the impact of their social and academic efforts. Through active participation on diverse global platforms, our students gain valuable

cross-cultural experiences and collaborative opportunities that prepare them to address global challenges. By fostering these international connections, we amplify the reach and relevance of SEP on a worldwide scale. The following platforms exemplify how our students are globally and nationally engaged.



# Strategic Partnerships and Collaboration for Change

SEP has forged a collaborative alliances with purpose-driven organizations. This year it has partnered with 14+ organizations and hosted 73+ collaborative events to increase community impact. Partners include RIZQ Trust, Punjab Police, Hope Uplift Foundation, Sahara for Life Trust, and more. These collaborations extend health, education, and economic empowerment initiatives.



## Role of Police in the Society by DIG Operations Lahore



Year 4 of 3U1M brings our unique  
Career Pathways of **1M (MARKET INTENSIVE YEAR)**  
that Ensure Employability

## Startup Stream

Powered by



The Startup Stream, powered by ID92, is designed for ambitious students who have a strong desire to start their own businesses. Throughout the journey from ideation to commercialization of their ventures, students receive continuous mentoring, access to industry experts, co-working spaces, connections with potential investors, and assistance with business registration and other legal requirements.

## Scaleup Stream

Powered by



The Scaleup Stream is designed for students who already have a family business and aspire to take it to new heights. This stream is powered by our accelerator, Scaleup PK, which provides essential support for expanding an existing venture. Through innovative ideas, one-on-one mentorship, technological solutions, expansion strategies, and investor connections, Scaleup PK assists students in scaling their businesses.

## Design Challenge Stream

Powered by



The Design Challenge stream is tailored for students who aspire to build their careers as entrepreneurs and valuable employees in national and international organizations. In this stream, students are placed within organizations where they are tasked with identifying and solving real-world problems under the guidance of faculty members.

## Go Global Stream

Powered by



Go Global stream is offered in collaboration with our international partners across the globe and through our campus in Ras ul Khaimah, UAE. The streams facilitate students to be part of global workforce or further pursue their education in international universities.

## Impact of Startup and Scale Up Streams

**178**  
Student  
Startup

**1.9**  
Billion PKR  
Revenue  
Generated

**1832**  
Job Created

**1600**  
Million PKR  
Investment

## Impact of Design Challenge Stream

90%

## Overall Employability

3321

## Students

1208

## Industrial Projects

150

## Coaches

75

## Industry Mentors





# Nurturing Character Thorough Meaningful Student Engagement

Our Teaching and Learning Framework goes beyond academics to develop future-ready graduates who lead with passion, purpose, and character.

Through student-led platforms, democratic processes, and co-curricular engagement, learners build emotional intelligence, resilience, and a spirit of service. From active clubs and societies to Sports

Houses and cultural events, students grow into collaborative, purpose-driven leaders prepared to thrive in life and work.



Scan for details

ALIGNED WITH THE UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS



Our **Student Engagement Journey** reflects how we empower students through leadership, collaboration, and inclusivity.

**Democracy in Action!**



**Capacity Building of Student Body**



**Student Engagement in Action**

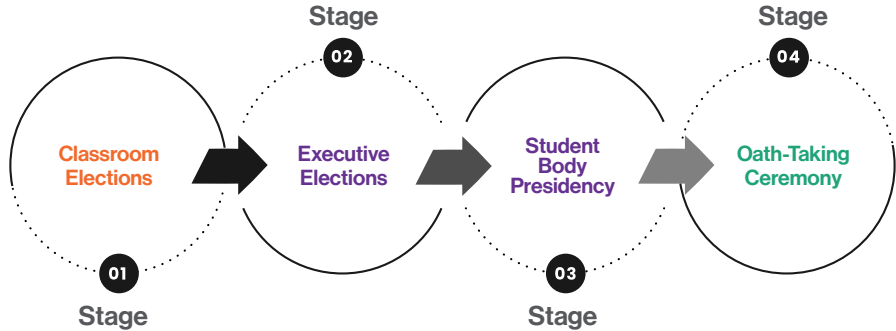


**Student Body Graduation**

Nominations in Statutory bodies!  
Vice President of SVLs is **Member of Board of Studies** and **Board of Faculty** whereas **President of the Student Body** is member of the **Academic Council**

The Student Engagement Journey at Superior Begins with **Student Body Elections** where we Cultivate Grassroots Democracy and Harness Future Leadership

We have four stage model of Student Body Election, starting with elections of Students Voice Leaders (SVLs) and Clubs in the classroom. The elected students then compete amongst themselves for Presidency and Executive Body of Clubs and SVL Leadership. university level leadership. At third stage panel of elected body contest for university level leadership, presenting their manifestos and securing votes from all current students at university. Finally, the elected students take oath from the Rector to make real contribution towards the student body and the university.



## Election 2025 Stats

16000+	Vote Casted	350	Elected	750+	SVLs Contestants	21	Executive Members of Clubs	24	Executive Members of Societies
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## Elected Student Council for 2025

**Student Body President**  
**Beram Khan**  
Electronics Science

**Senior Vice President**  
**Laiba Afzal**  
City Campus

**General Secretary**  
**Yousaf Ali**  
CARS

**Finance Head**  
**Shakeel Ahmad**  
AET

**Event Management Head**  
**Rehma Amir**  
Pharmacy Department

**Media Publication Head**  
**Saqlain**  
Character Building Society





Our partners in Shaping an Inclusive Culture for Academic Progress

Student Voice Leaders (SVLs) play a key role in supporting and representing the student community. They are elected by their peers and serve as a bridge between students, faculty, and administration. They help create a positive environment where student voices are heard, concerns are addressed, and new ideas are welcomed.

Why to become SVL?

Leadership Development	Improved Communication	Conflict Resolution
Increased Engagement	Responsive Administration	Enhanced Representation

The Vice Presidents of SVLs are members of the Board of Faculty, where important academic matters at the faculty level are discussed. At the highest level, the President of the Student Body represents students in the Academic Council, the university’s top forum for academic decisions.



Welcome Parties

A warm beginning to a meaningful journey—where new students feel at home, make friends, and meet mentors.



Farewell Parties

A heartfelt goodbye filled with gratitude, memories, and celebration of achievements as students step into the future.



Seminars & Training

Seminars and training sessions foster knowledge sharing and skill development, bringing experts and learners together.



Our partners in Shaping an Inclusive Culture for Academic Progress

The elected bodies of the clubs take the lead in organizing and managing a wide range of extra-curricular activities. Their signature initiatives include vibrant Music Nights, the spiritually enriching Rehmatul-lil-Alameen Week, lively Welcome and

Farewell Parties, and the much-anticipated Annual Team Building and Adventure Tour. These events not only bring students together but also foster collaboration, compassion, brotherhood, and a strong sense of community.

Benefits of Joining Clubs

Harnessing Leadership Potential	Networking and Relationship Building
Confidence and Skill Development	Learning Diversity and Team Management

22 Club  
155 Events

Special Days Celebrations

Commemorating national pride, global causes, and core values through unity, awareness, and celebration.

- UN Days
- National Days



Rahmat ul Alameen week

Honoring the life and teachings of Prophet Muhammad (PBUH) through reflection, reverence, and spiritual growth.



Our Departmental Clubs provide opportunities to the students to gain invaluable experience of planning, arranging and managing mega events.



## Learning through Fun and Festivity

# SUPERIOR NIGHTS

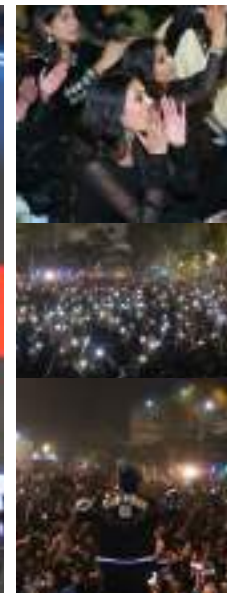
The iconic Superior Nights 2025 delivered 25 hours of non stop music, joy, and entertainment over 10 unforgettable nights spread across two vibrant weeks. The event showcased dazzling student performances alongside some of the biggest names in Pakistan's music industry.

What made this event truly remarkable was the dedication of 621 students from 21 Departmental Clubs, who took charge of planning, organizing, and managing the entire experience. With over 10,000 attendees, Superior Nights wasn't just a music festival it was a powerful display of student talent, teamwork, and celebration that brought the entire Superior community together.

**A signature initiative of our Departmental Clubs is celebration of Music and Performing Arts during Superior Nights Weeks**



Bohemia



Students Enjoying Songs of famous singers



Atif Aslam



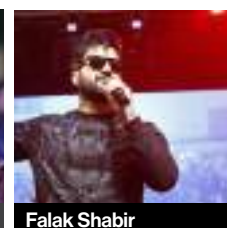
Nimra Mehra



NS Chohan



Santo -Qawal



Falak Shabir



Ibrar ul Haq



Ali Zafar

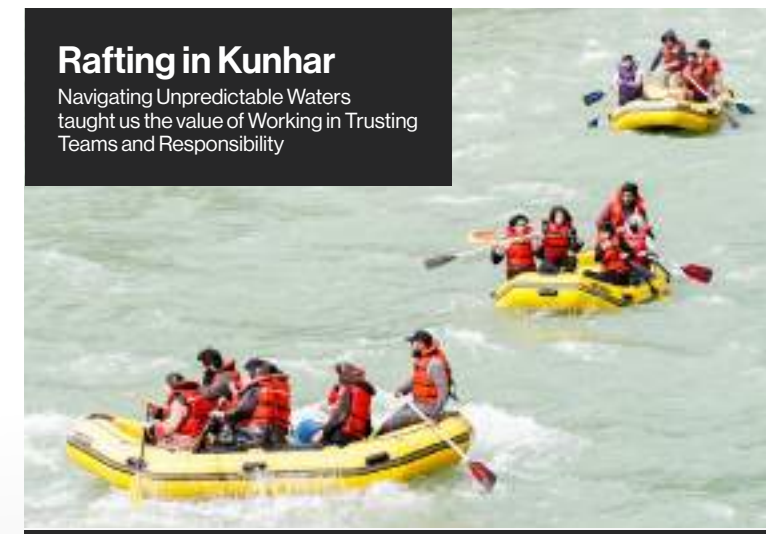
## SUPERIOR 2025 Team Building Adventure

Students were divided into three dynamic teams, Alpha, Bravo, and Charlie, each building its own unique identity, culture, and spirit of collaboration. This structure fostered healthy competition, deeper bonding, and effective coordination throughout the journey. Daytime adventures included river

rafting on the Kunhar, scenic hikes, and competitive sports viz; cricket, tug of war, Ludo, chess, and carrom, while the evenings came alive with musical nights, bonfires, and spirited talent shows. Every activity was infused with joy and purpose, reinforcing character values outside the formal curriculum.

### Rafting in Kunhar

Navigating Unpredictable Waters taught us the value of Working in Trusting Teams and Responsibility



### Team Building Adventure Glimpse

# 3000

Total Participants  
(2,400 Students, 600+ Faculty)

# 07

Destinations

Balakot, Kaghan, Naran, Batakundi, Lulusar, Babusar Top, Saiful Mulook

# 55

Buses+

10 Support Vehicles  
500 Jeeps

# 29

Hotels

# 100%

Execution Success

# 88%

Satisfaction Rate

The year marked the Historical Tour; the largest ever in Pakistan, comprising of  
**3000 Students and Faculty**

### High Altitude Sports Showcase our Team Work



We Learnt Resilience, Collaboration and Courage

### Faculty Dinner



We learnt Humility and Stewardship at Faculty Dinners



# Superior Sports & Cultural Festival 2024

Teamwork.Passion.Festivity

The Superior Sports and Cultural Festival is one of the most iconic and anticipated initiatives of Superior University, proudly driven by the energy and creativity of departmental clubs. This grand event brings together students from all faculties in a vibrant celebration of sportsmanship, cultural pride, and community spirit. Here's how it unfolds:

## The Battle of Houses

Each Faculty has its own House that serves as a symbol of honor, pride, and identity for its students. Sports and Cultural Competition are led by these Houses.

“The **Superior Sports and Cultural Festival** is more than an event; it's a living tradition that pulses with the **rhythm of unity, talent, and festivity.**”



Faculty of Art & Design



Faculty of CS & IT



Faculty of Business & Management Sciences



Faculty of Engineering & Technology



Faculty of Medical Sciences



Faculty of Pharmacy



Faculty of Allied Health Sciences



Faculty of Art & Humanities, Social Sciences, Law



Goalie Represents a competition between Focus & Aim

## March Past – A Parade of Culture and Unity

The festival kicks off with a colorful and creative March Past, where students showcase the diverse cultures of Pakistan through choreographed performances, traditional attire, and symbolic displays. Each performance reflects the richness and strength of different cultural identities, promoting unity in diversity.

## Mega Music Show A Melody of the Team work and Passion

The festival concludes with a spectacular Mega Music Show, where students and renowned artists come together for a night filled with rhythm, joy, and celebration. It's the perfect closing to a festival that blends talent, tradition, and togetherness.



## Cultural Stalls – A Marketplace of Heritage

In parallel with the performances, students set up Cultural Stalls that display and sell traditional artifacts, crafts, clothing, and foods from various regions of Pakistan. These stalls serve as an engaging way to celebrate and share cultural heritage with the university community.



A vibrant show of cultural heritage



Players Taking Oath at SSF 2025



celebrates identity, and every moment builds unforgettable memories. Through this grand festival, we don't just celebrate a season we nurture character, connection, and a campus culture that thrives on excellence and togetherness.

## Achievements and Recognition

Award	House Name
Champion of Superior	Hawks
Runner Up Champion	Wolves
Boys Sports Champion	Hawks
Boys Sports Runner Up	Falcons
Girls Sports Champion	Jaguars
Girls Sports Runner Up	Wolves
Best March Past	Wolves
Best Stall	Wolves

It is a tribute to the Superior spirit, where every cheer echo teamwork, every performance



Tug of War : An action packed Competition



## We amplify Student Experience through **SUPERIOR SOCIETIES**



Our Societies aim to discover and develop talented individuals with artistic and creative potential, offering opportunities for exceptional performers to share their skills on national and international stages through university wide initiatives.



### The journey begins with the student led **SOCIETIES FAIR**

It is an exciting event where students discover a diverse array of societies open for membership registrations. It helps students find groups that matched their interests, making campus life more enjoyable. The fair

encourages students to grow personally and professionally, collaborate with others, and contribute to our lively and welcoming campus community.

A vibrant Platform where students explore, connect, and choose the societies that match their passions and interests.



29 Societies   52 Winnings   9 Inter University Events   15 Intra varsity Events   5 Government Collaborations

13 Strategic Collaborations   25 Workshops   10 Celebrations Days

**18<sup>th</sup> Global Ranked in WURI 2024**

## Our Students' Distinctions and **ACHIEVEMENTS**

At Superior University, 2025 was a year of remarkable triumphs where talent, training, and tenacity translated into national recognition and global opportunities. **Our students did not just participate; they led, inspired, and excelled across a wide range of platforms.**

One of our proud athletes earned the prestigious honor of representing Pakistan in the 2024 France Olympics, while two others were selected for the HEC national contingent for the World University Games held in Germany an extraordinary moment of pride for the Superior family.

Throughout the year, our students claimed top positions in intervarsity championships, cultural Olympiads, Takras, and the Chief Minister Punjab's competitions. Whether it was on the sports field, the debate stage, in musical performances, or in Naat and Qirat contests, Superior students consistently rose to the occasion and stood on the victory stand. These accomplishments are not just a reflection of individual excellence, but of a thriving culture that nurtures leadership, talent, and the pursuit of greatness.

### Superior Chefs Win Gold Medal at Pakistan International Culinary Championship'25



### From Startup to Stardom Our Alumni Startup Motto Vest Wins Youth Excellence Award



### Women Hockey Team Wins Gold Medal in HEC Championship



### Superior University Shines at FORMAN Olympiad 2025 A Triumph of Our Talent and Tenacity!



## Superior Graduate and Athlete Faiqa Riaz (Fastest Women of Pakistan) in 2023 Made Entry to Paris Olympics 2024



## The Handball Heroes: Securing Glory at the 32nd National Championship

The fast paced action, strategic playmaking, and strong determination of these players embodied the athletic spirit that Superior champions. As role models, they now inspire their peers to pursue both physical excellence and academic rigor in equal measure.



The year began with a thrilling display of athletic excellence as five talented students from Superior University played a vital role in securing the 2nd Runners Up position for the HEC Team at the **32nd National Handball Championship**. Among them was the team captain, a Superior student whose leadership and passion on the court inspired

the entire squad.

This accomplishment was not merely a victory in sports but a testament to the university's consistent efforts in nurturing discipline, teamwork, and a winning mindset among its students.

## Our Champions of CO-CURRICULAR ACTIVITIES

In 2025, Superior University students demonstrated remarkable talent and determination by securing top positions in 41 inter-university competitions nationwide.

**Representing 11 vibrant student societies including Music, Debating, Dramatics, Art & Craft, and Character Building our students achieved 33 first positions, 28 second positions, and numerous special honors such as “Best Speaker,” “Gold Medal,” and “Runner-up.”**

These accolades are a testament to the dynamic co-curricular ecosystem at Superior, where students are empowered to lead, create, and compete with confidence and character.

**Our student victories reflect not just personal excellence, but the spirit of a university committed to nurturing holistic development and national distinction.**



**Uswa Sohail**

Gold Medal in Script Writing in UOL Olympiad



**Muhammad Kaif**

Gold Medal in Pakistan Declaration Contest in Jamat Tur Rasheed



**Warisha Khan**

Gold Medal in All Pakistan Arts and Photographery Exhibition



**M. Haroon**

Gold Medal in Inter-University Taakra



**Muhammad Saqlain**

Gold Medal in Qiraat at Olympiad 4.0



**Zeeshan Haider**

Gold Medalist in HEC Games (Long Jump)



**Urooj Shehzad**

Silver Medalist in HEC 100 Meter Hurdle Race 2024



**Superior University Karate Team 2<sup>nd</sup> Position in all Pakistan intersersity Karate Championship**

## Our Proud Superheroes Ms. Khadija Mehreen and Ms. Maleeha Saleem made in roads to World University Games Germany 2025



Ms. Khadija Mehreen is a unique Superhero who has set new records in discuss throw and Javelin throw in Pakistan (HEC Record)



Ms. Maleeha Saleem is the Gold Medalist in HEC Games in Hammer Throw



# Turning Quality into a CULTURE OF STUDENT SUCCESS

At Superior University, quality is more than a standard. It is a mindset that inspires how we teach, how students learn, and how we lead. It starts with a student's first experience and continues across their entire journey, shaping not just outcomes but identities. Excellence is not only our value, it is our promise.

### What Makes Quality Real at Superior?

Superior defines quality assurance as a purposeful process of cultivating learning environments that are ethical, student-centred, and impact driven. It is not about ticking boxes. It is about building people. Our quality model is anchored in:

- Outcome-Based Education (OBE) and Project-Based Learning (PBL)
- Defined Course and Program Learning Outcomes (CLOs and PLOs)
- Feedback-driven mentoring, reflective thinking, and consistent evaluation
- Faculty empowerment and deep stakeholder engagement

### Our approach is structured around five interconnected pillars:

1. Purposeful Onboarding
2. Continuous Mentoring
3. Experiential Learning
4. Progressive Evaluation
5. Career Empowerment

These are not isolated strategies. Together, they ensure our academic system is intentional, integrative, and transformative

### We Build Excellence, Step by Step

Superior University has developed a robust quality assurance ecosystem with distinct, data-driven interventions:

- **Freshman Orientation and Research Edge** programs provide students with a clear academic start.
- **A five-layer quality protocol monitors** Project-Based Learning with mentors, peers, and evaluators
- The **1M Industry Mentorship** program is assessed through performance audits and dashboards.
- Postgraduate program reviews ensure MS and PhD excellence through expert insights.
- CLO-based assessments and PLO-based transcripts guide
- Curriculum delivery and employer alignment
- Quality Enhancement Cell (QEC) oversees Self-Assessment Reports (SARs) and program audits.

### Outcomes that validate our commitment

Superior's quality-first approach has been validated through independent benchmarks and stakeholder feedback:

QEC Score: **93.53%** the highest in university history

56 postgraduate programs reviewed for global alignment

Full institutionalization of **CLOs & PLOs** based assessments

Stakeholder satisfaction between 85 and 89 percent across students, faculty, alumni, and employers

Recognized by the United Nations among 25 globally aligned institutions for Sustainable Development Goals

Ranked in the Top 200 globally for Quality Education by Times Higher Education Impact Rankings 2025

As we approach 2026, our strategic direction is clear: decentralize quality ownership, scale excellence, and elevate our QEC Score to 95 percent. At Superior, quality is not a process, it is a culture we nurture, a standard we uphold, and a legacy we build.

We are the only Pakistani University among 25 Globally Recognized Institutions by United Nations

United Nations Academic Impact

CHARTER OF 100+ INSTITUTIONS

IMPLEMENTATION OF THE SUSTAINABLE DEVELOPMENT GOALS IN HIGHER EDUCATION INSTITUTIONS

BEST PRACTICES

Our Global Recognitions & Performance Rankings

Times Higher Education Impact Rankings

Among World's Top **101-200** in Quality of Education Out of 2526 Universities from 130 Countries

Overall Rank Among the **World's TOP 301-400** Universities

Among the **TOP-5** Universities of Pakistan

Private Sector

5 GENDER EQUALITY Among the TOP-1

1 NO POVERTY Among the TOP-2

3 GOOD HEALTH AND WELL-BEING Among the TOP-3

4 QUALITY EDUCATION Among the TOP-4

12 RESPONSIBLE CONSUMPTION AND PRODUCTION Among the TOP-4

17 PARTNERSHIPS FOR THE GOALS Among the TOP-5

WURI

The WORLD UNIVERSITY RANKINGS for INNOVATION

WURI 2025 Rankings

Global Top 480

Superior University

First team ranked 381<sup>st</sup> place among the World University Rankings for INNOVATION

As of 30.06.2025

Reported by VQR Institute

Reviewed by VQR Institute

25th

(B1) Visionary Leadership

31st

(A8) SDG-Based Responses to Global Challenges

34th

(B8) University Brand and Reputation

“Every touchpoint in the student journey viz; onboarding, mentoring, project evaluation, and career readiness, is a reflection of our commitment to quality.”

### We are accredited by:

Character At The Core





# Our Research

We believe in applied research that has Societal Benefits



Scan for details

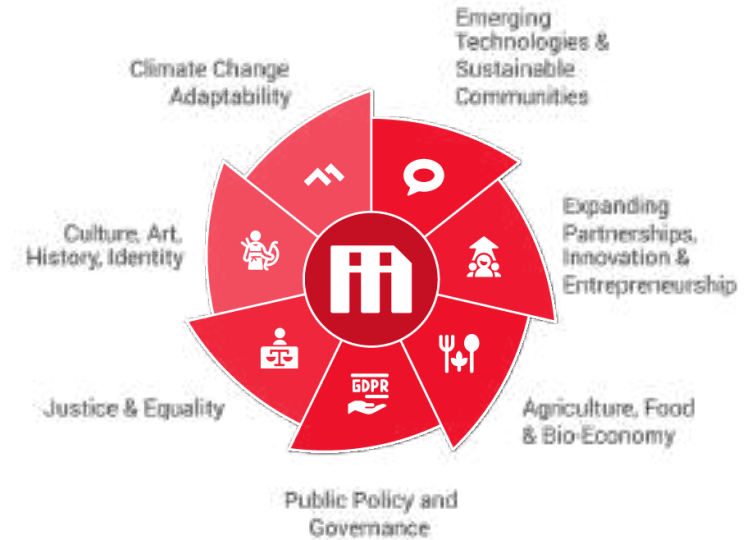
Research, Innovation and Commercialization at the Superior University are guided and spear headed by the virtues of the Character Mastery Framework as we believe that it constitutes the principal perspective of knowledge production and knowledge exchange. Knowledge production at Superior is motivated by fulfilling the purpose of life which essentially emanates from Belief in Allah. Virtues like honesty and integrity, responsibility and accountability, and justice and fairness are formalized through various policies of the University. Moreover, the knowledge creation and exchange ecosystem of the university encourages the virtues of patience and gratitude, empathy and compassion, humility and service, and forgiveness and reconciliation. These personal and relational virtues not only serve as an

overarching reference to the desired ideal behaviour but also act as milestones in the journey of character development. Over the past year, the University demonstrated significant progress in advancing the university's research ecosystem. Key achievements included a substantial increase in externally funded research projects, successful facilitation of multiple interdisciplinary collaborations, and the commercialization of three researcher-led innovations through industry partnerships. The University expanded intellectual property filings, organized targeted capacity-building workshops and industry-academia linkage events. It resulted in enhanced research visibility and stronger engagement with the stakeholders.



## Research Themes

What distinguishes our research approach is a clear alignment with national priorities and the United Nations Sustainable Development Goals (SDGs). We have identified key thematic areas that address pressing local and global issues.



## Our Enabling Research Ecosystem & Governance

We've built a supportive research ecosystem that helps our faculty, students, and research teams grow. Led by ORIC, this system is guided by clear policies and smooth processes. Whether it's applying for grants, getting ethics approvals, publishing work, protecting intellectual property, or turning research into real-world solutions, we're there to support every step of the way.

### Boards and Committees to Ensure Research Quality



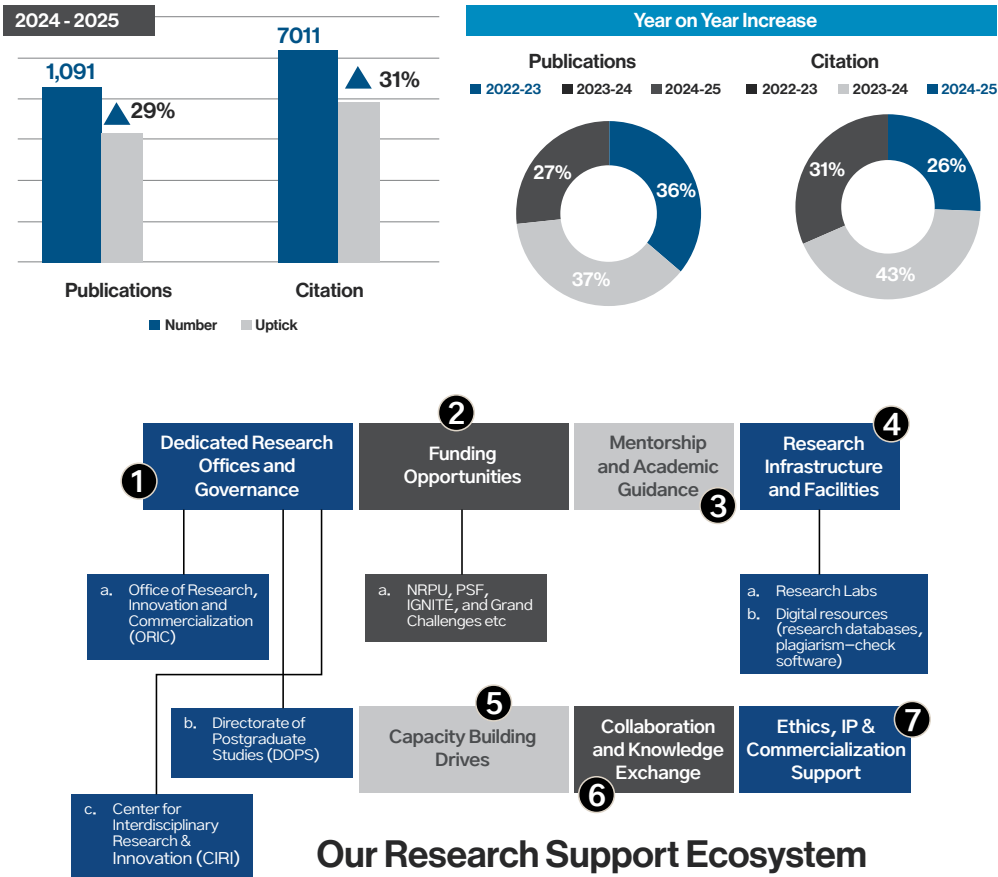
Our ORIC makes way to "X Category," improving from previous years' 'Y Category' ORICs recognized by HEC

Spotlight

239 Capacity Building Activities	30+ MoU	12 Superior's Research Journals	1927 Scopus-indexed Publication	103.6 Million PKR Research Revenue	1141 Research Collaborations	31 Intellectual Property	11 Conferences	3500+ Postgraduate Researchers
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Continuous  
Research  
Support for  
students

We are building a future-oriented research ecosystem that empowers students to produce knowledge that is both academically rigorous and socially impactful. Our support framework is designed to facilitate research at every stage i.e. from ideation and funding to capacity building, collaboration, and commercialization. The support available to the faculty is further extended to students and extra measures of handholding, and global issues.



Centre for  
Interdisciplinary  
Research &  
Innovation – CIRI

CIRI is now facilitating more than 47 multidisciplinary research groups to execute 40+ projects in 45 labs.

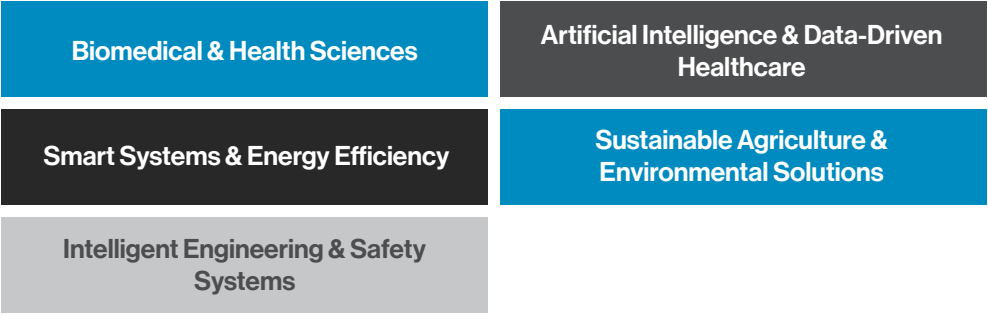
Superior University is driving research commercialization in line with its Soar to Roar 2023–2028 strategic plan. To boost interdisciplinary and multidisciplinary research, the university has set up the Centre for Interdisciplinary Research & Innovation (CIRI) within ORIC. This dedicated center connects faculties, encourages innovation, and speeds up the commercialization of research-based solutions

to ensure meaningful contributions to industry and society. By bringing together researchers and projects onto a unified platform, CIRI seeks to maximize the effective use of shared laboratories and institutional resources. A key objective is to attract both national and international funding to support high-impact and innovative research initiatives. The Centre places

a strong emphasis on collaboration across core faculties such as Medical, Dental, Allied Health Sciences, Pharmacy, Computer Science & IT, Engineering & Technology, and Business. It is committed to advancing cutting-edge technologies including Embedded Systems, Artificial Intelligence, Natural Language Processing, the Internet of Things, Computer Vision, Biotechnology, and Chip Design.

Our  
Multidisciplinary  
Research  
Groups

Applied research is at the heart of our mission to create impactful, scalable, and locally relevant solutions. Our interdisciplinary teams are tackling critical challenges in health, technology, the environment, and community well-being. The following flagship projects highlight our commitment to innovation and problem-solving through academic excellence.



Applied  
Research  
Projects

A strong research support system at Superior University has created the perfect environment for high-impact, applied research that

tackles societal, industrial, and environmental challenges. Backed by structured funding, expert mentorship, modern labs, and interdisciplinary collaboration, our faculty and students are transforming ideas into practical solutions. From healthcare

innovations and smart technologies to sustainable agriculture and AI-powered diagnostics, these projects show our commitment to driving national progress. This investment in research not only fuels innovation but also paves the way for successful commercialization.

Through a Culture of Collaboration and Strategic Partnerships, We  
Continue to Drive Research Projects that Create Meaningful Impact



Dr. Syed Ahmed Shah  
Assistant Professor  
Faculty of Pharmacy

Pre-designed In situ  
Oncotherapeutic  
Nanohydrogel with  
Enhanced Efficacy for  
glioblastoma post-Resection

Funded by: University of Nottingham

Research Grant: Rs. 87.3 Million  
Project Area: Pharmacology



Dr. Arfan Jaffar  
Dean - Faculty of Computer Sciences and  
Information Technology

Innovative Robotic  
Rehabilitation System  
for Upper Limb Motor  
Impairment: Robo-litation

Funded by: Pakistan Science Foundation  
Research Grant: Rs. 3.5 million  
Research Area: Robotics & AI



Dr. Shafique Ahmed  
Manager Innovation &  
Commercialization, ORIC  
Superior University, Lahore.

Enhancement of  
Monounsaturated Fatty Acid  
Content in Genome-Edited  
Soybean Lines

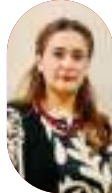
Funded by: Research Development &  
Innovation Authority  
Research Grant: Rs. 11.12 Million  
Project Area: Biotechnology



Dr. Mustafa Shakir  
Chairman, Department of  
Electrical Engineering,  
Superior University, Lahore.

Real Time Data Acquisition  
and Remote Monitoring of  
Patient's Vital Signs in ICU  
using Internet of Things  
(NRPUR-HEC)

Funded by: HEC  
Research Grant: 6.9 Million PKR  
Research Area: Engineering & IoT



Dr. Rehana Badar  
Assistant Professor  
Department of Biological Sciences,  
Faculty of Allied Health Sciences, Superior University

Comparative Analysis of  
ZnO NPs Vs Chelated Zinc  
on Wheat Crop

Funded by: Pakistan Chemicals and Bio  
Industries Pvt. Ltd.  
Research Grant: Rs. 0.5 million  
Project Area: Biological Sciences



## Applied R&D: Shaping the Future Through Student Innovation

Our commitment to applied, impact-driven research is reflected in our growing portfolio of Ignite-funded projects. These projects are a testament to our researchers' ability to transform bold ideas into scalable solutions that address Pakistan's most pressing technological and societal challenges. Supported by Ignite National Technology Fund, our faculty and students are actively engaged in solving real-time problems that contribute to national innovation capacity. Integrated with our research commercialization strategy, these projects are not only driving cutting-edge development but also fueling graduate entrepreneurship and positioning Superior as a hub for technology-led transformation under our Soar to Roar vision.

### Standup Autos



Area/Theme  
Car Repair and Maintenance, Automotive Repair

### Ambulance Tracking System



Area/Theme  
Patient Care Monitoring, Real-Time Location Tracking, Healthcare

### MyMentore



Area/Theme  
Professional Development, Mentorship Matching

### Helping Hands, A blockchain crowdfunding platform



Area/Theme  
Blockchain Technology, Crowdfunding

### Voice of Deaf and Dumb



Area/Theme  
Blockchain Technology, Crowdfunding

### Animal monitoring system via AI-based top-mounted camera to study antidiabetic and anti-anxiety effects of Dopamine Agonists in animal model



Area/Theme  
AI-Powered Monitoring, Pharmacological Research

### Stress level detection in humans using Machine Learning



Area/Theme  
Real-time Monitoring and Intervention, Behavioral and Physiological Data Analysis

### Integration of BIM and RIVET for Accurate Construction Cost Estimation



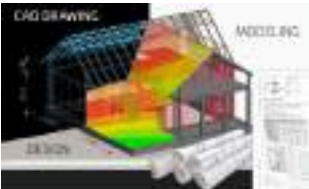
Area/Theme  
Building Information Modeling (BIM), Visualization and Coordination

### Mitigating Construction Delays through BIM and RIVET Integration: A Case Study Approach



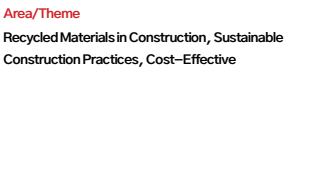
Area/Theme  
Project Management, Construction Technology, Digital Construction Solutions

### Structural design of a multi-story building: perform a detailed analysis of tall buildings using various modern software and design appropriate structural systems.



Area/Theme

### Performance analysis of waste-create bricks: evaluate the mechanical properties, durability, and environmental impact of waste-create bricks compared to conventional bricks.



Area/Theme  
Recycled Materials in Construction, Sustainable Construction Practices, Cost-Effective

## Our Research Commercialization

Superior University actively supports the commercialization of knowledge created by its students, researchers, and faculty through a strong policy framework and governance system. By encouraging spin-offs, licensing, and consultancies, the university helps transform research breakthroughs into successful ventures driving innovation while creating meaningful social and economic impact.

### Project - Patent Commercialization (PPC) Model

#### A Framework for Streamlined Technology Commercialization

The PPC model is a structured framework developed by our Research Commercialization Office to make technology transfer faster and more effective. It guides researchers and entrepreneurs through every step of turning innovative ideas into market-ready products, improving the success rate of commercialization efforts. **The Three Pillars of the PPC Model are:**

- Project Researchers** get support in project planning, market research, competitor analysis, and funding opportunities to ensure commercial potential.

- Patent** – Our experts help secure patents to protect intellectual property and maximize returns on innovation.
- Commercialization** – We connect researchers with industry partners, investors, and licensing opportunities, helping their innovations reach real-world markets.

#### Milk testing strips

#### NanoParticles for Wheat Crop Production

### Project Commercialization (PC) Model Leveraging Student and Faculty Innovation

The PC Model is designed to help students and faculty unlock the commercial potential of their completed projects and research. PC Model focuses on existing innovations that are ready for market exploration. Uptill now **18 Projects** have been prepared for commercialisation, some are which are given below:

#### ResumEase-AI HR Solution

#### Chromogenic Bacterial Specie for Textile Coloring

#### Rosy Delight Drink

#### Nutranut Tonic (semi solid)

#### Digestive Powder

#### Fruitopia(jam)

#### Expectorin Syrup

#### Skin Rejuvenate Mask

#### Herbal Teas

#### Sandal Syrup

#### Hair Oils

#### Volatile Oils

### Third-Party Projects (TPP) Model Bridging Innovation Gaps with Collaborators

The TPP Model focuses on commercializing valuable innovations developed through collaborations with external partners. It bridges the gap between collaborative research and market adoption, ensuring that promising technologies don't remain unused.

#### Gold Bioleaching Project—Indigenous Strain Development

#### Development of Pilot Production Process Guar Gum Powder C17

#### Extraction of garlic oil from locally available garlic

#### Pharmacy Research and Testing Services


#### English Copy-Editing and Journal Subscription Services

#### Centre for the Industrial Engineering Design Services & Solution




# OUR SPIN OFFS: Driving Innovation to Market

Superior University has established a strong framework for launching spin-off companies based on intellectual property, turning research into thriving ventures. Through the combined efforts of ORIC, ID92, and Infinite Scaleup, we support and scale these spin-offs into successful enterprises. We proudly present the following initiatives:




**Restoring Lives**

Operated by the Faculty of Allied Health Sciences, the Comprehensive Rehabilitation Centre (CRC) is committed to enhancing the quality of life for individuals recovering from injury, surgery, or managing physical impairments.




**Visionary Solutions: Advancing Eye Treatment**

A university spin-off, initiated by the Faculty of Allied Health Sciences, is at the forefront of pioneering advancements in eye treatment. Our centre is dedicated to harnessing expertise to provide personalized care, restoring vision, and transforming lives.




**Nurturing Artistic Expression**

The Centre of Creative Art, operating under the esteemed Faculty of Art and Design, serves as a vibrant hub dedicated to fostering artistic expression among students. Our dynamic facilities encompass galleries, performance venues, workshops, and an array of educational resources, including cutting-edge technical equipment.




**Where Tradition Meets Modern Elegance**

S'Couture stands as a pinnacle of luxury in the realm of designer fashion, offering a seamless fusion of timeless classics with contemporary sophistication. Specializing in Haute Couture, Pret-a-porter, and bespoke fabric creations, we redefine elegance with every stitch.



**Where Creativity Meets Functionality and Education**

Opus is the ultimate online brand from the School of Art & Design, offering carefully crafted collections that merge creativity, functionality, and educational value.



**Skinovation**

Skinovation is a state-of-the-art training and service centre established by Superior University under the aegis of the Faculty of Allied Health Sciences. Designed to provide hands-on, real-world experience, Skinovation serves as a dynamic platform where students of Cosmetology apply their theoretical knowledge in practical settings. From skincare and beauty treatments to advanced cosmetic procedures, students engage in supervised, client-facing experiences that build confidence, skill, and industry readiness. Skinovation embodies Superior University's commitment to experiential learning and career empowerment in health and wellness professions.

Our Intellectual Property

02








Patents

03

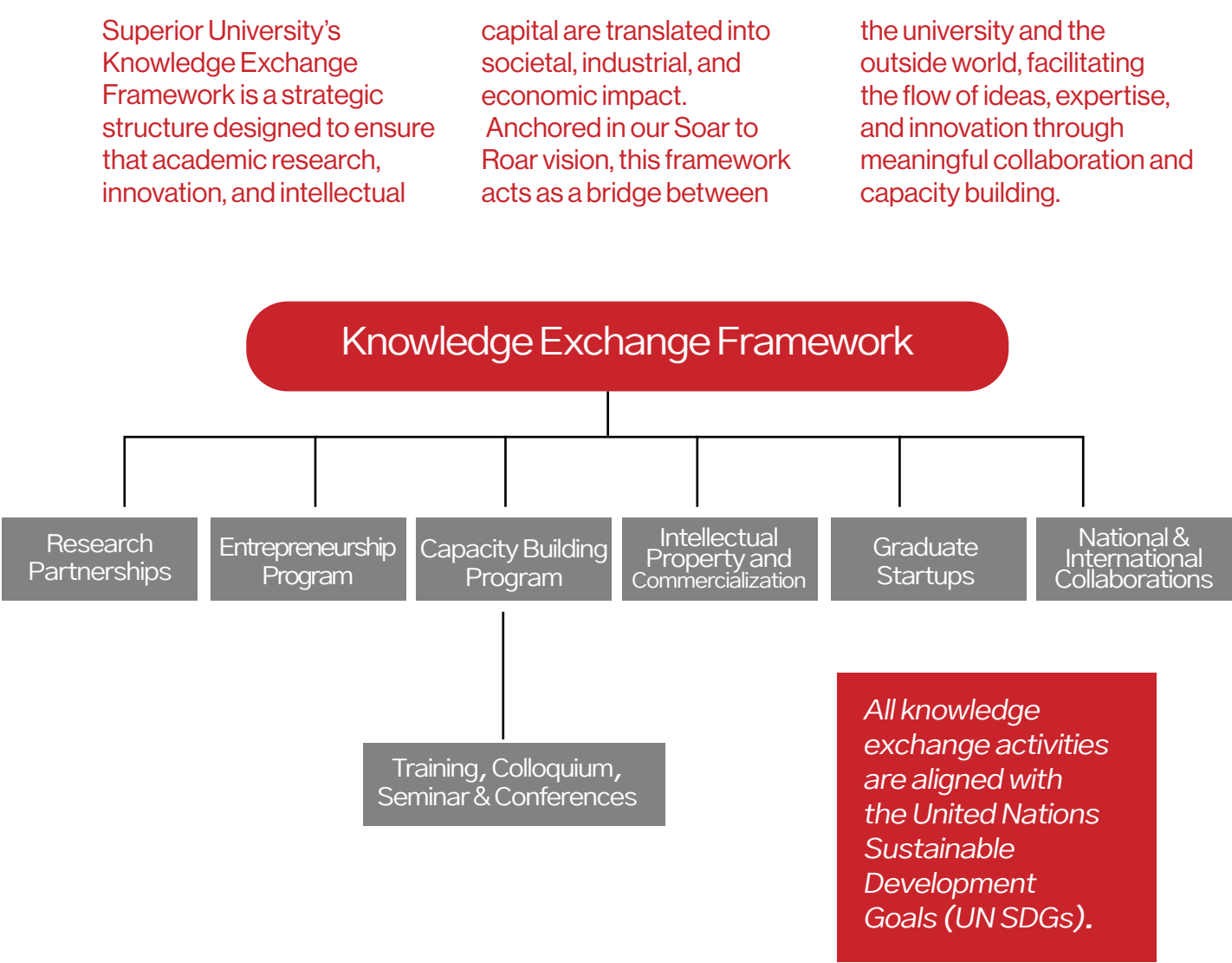
Copyrights

05

Trademarks



# Our Knowledge Exchange FRAMEWORK





Case Study

Transforming Research Culture at Superior University through the Knowledge Exchange Framework (2020–Present)

Pre-KEF Challenges

- Limited research publications and citations
- Weak industry-academia linkages
- Minimal collaboration across faculties
- No national/international rankings

Strategic Interventions

Knowledge Exchange Activities:

1,350+

Training Events

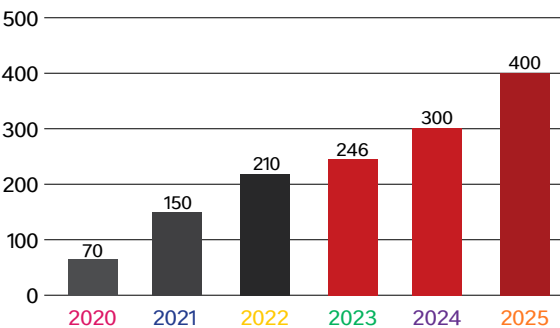
20,000+

Participants

2,000+

Annual Research Week Attendees/year

Knowledge Exchange Activities (KEAs)



Platforms:

11 open-access peer-reviewed journals

Products:

50+ policy briefs/reports

100+ Media pieces

CIRI:

30+ interdisciplinary research groups

15+ collaborative grants

In 2020, Superior University launched the Knowledge Exchange Framework (KEF) to overcome fragmented research practices and limited visibility. This strategic initiative built a vibrant research ecosystem by strengthening infrastructure, promoting interdisciplinary collaboration, and producing community-relevant outputs.

Recognition & Communication

700+

social media posts

50+

videos

Annual Research Awards launched

Key Results (2020–2024)

Metric	Pre–2020	2024	Growth
Research Publications	144/year	355/year	+146%
Citations	5	6618	+132,200%
H–Index	15	52	+240%
HEC Research Ranking	Unranked	Category X	Upgraded

Success Enablers

Strategic leadership, incentive-based faculty engagement, strong communication, and a culture of collaboration.

KEF has transformed Superior University into a nationally recognized and globally engaged research institution.

Our Knowledge Exchange **ACTIVITIES**

Research Climate Change Adaptability Week 2024 (29 oct - 08 Nov, 2024)

At the heart of Superior University’s research culture lies Research Week, a flagship initiative championed under the strategic vision of Rector Prof. Dr. Sumaira Rehman. As a core component of our Knowledge Exchange Framework, Research Week brings academia to life by bridging ideas, people, and industries to co-create solutions for society’s most pressing challenges. Launched in March 2022, Research Week has rapidly evolved into a dynamic platform for knowledge sharing, training, and academic celebration, featuring national and international experts across sectors. With each passing year, the initiative has grown in scope and ambition, cultivating a culture of inquiry, collaboration, and impact. What began as a mission to build internal research capacity has matured into a globally relevant, socially responsive movement, producing policy briefs, advocacy papers, and industry-informed dialogues. It not only recognizes outstanding faculty contributions but also ensures that Superior University remains a hub of research-driven innovation and sustainability. This year’s Research Week focused on Climate Change

Adaptability which is a real threat for Pakistan and other countries across the globe that are highly vulnerable to changes in climate. Following major events were conducted under this theme:

- 15th International Conference on Management Research,
- International Islamic Conference on Contemporary Islamic Sciences (ICCIS)
- EnviOn-24 Climate Change Adaptability: Financing & Creating Indigenous Solutions
- Chef Battle 2024 (Eco Chef Challenge Competition)
- Industrial Seminars: Addressing Climate Change and Financial Stability: Innovations in Pharmacy Research

Research Week Impact at Glance

03

Conferences

08

Panel Discussions

02

Symposium

04

Webinar

21

Seminars

12

Trainings

21

Industrial/ Private Partners

05

Research Week's Partner Universities

26

National Institutions

35

Knowledge Products

06

International Institute/ Bodies

09

Faculties Involved

4000+

Total No. of National & International Participation

4 Million+

Total Outreach

Our Conferences



15<sup>th</sup> International Conference on Management Research

(02 - 03 Nov, 2024)

“Globalization in the Digital Age: Opportunities and Strategies for Sustainable Growth”

For Details:



Organizer

Chaudhry Abdul Rehman Business School (CARBS)  
Faculty of Business and Management Sciences,

Overview

The conference, held as part of Research Week 2024, focused on “Globalization in the Digital Age: Opportunities and Strategies for Sustainable Growth.”

This prestigious event brought together industry leaders, academic experts, and thought leaders to discuss the impact of globalization in an increasingly digital world. It explored the various opportunities and strategies businesses and organizations can adopt to navigate the challenges of the digital era while ensuring long-term sustainable growth. The conference provided

valuable insights into the dynamic relationship between globalization and digital advancements, offering practical strategies for organizations to thrive in the global marketplace. Attendees left with a deeper understanding of how to leverage digital technologies for sustainable business practices and growth.



02  
Collaborators



02  
Media Partners



05  
Knowledge Partner



01  
Panel Discussion



05  
Keynote Speakers



04  
Training



94  
Case Studies Presentations



350  
Participants



Mr. Rana Mashhood Ahmad Khan  
Chairman of the Prime Minister's Youth Programme



Dr. Sarwar Azhar  
Professor of Marketing and Strategy, University of Lahore



Mr. Jawaad Ahmed Qureshi SI (M)  
Director Bahria University



Dr. Jawad Syed Prof.  
Leadership & OB (SDSB), Lahore University of Management Sciences (LUMS)



Prof. Dr. Khaqan Najeeb Hassan  
Senior Economist  
Former Adviser for Economics and Finance to the Government



Dr. Sami Ullah Bajwa  
Dean- Faculty of Business and Management Sciences addressing participants of the Conference.



Mr. Ali Arbas  
Acting Consul General of Turkeye



(29 - 30 Oct, 2024)



International Islamic Conference on Contemporary Islamic Sciences (ICCIS)

“Exploring New Horizons for Islamic Sciences in the Contemporary Era”

Organizer

Chaudhry Abdul Khaliq Center for Contemporary Islamic Sciences - CAKCCIS  
Date: 29th and 30th October 2024 (Tuesday & Wednesday)

The International Islamic Conference on Contemporary Islamic Sciences, held on October 29 and 30, 2024, centered on the theme “Exploring New Horizons for Islamic Science in the Contemporary Era”. This theme addressed the pressing need for innovative interpretations and applications of Islamic science in the modern world, encouraging dialogue on how traditional knowledge can intersect with contemporary issues. This Conference provided a significant platform for scholars, researchers, and practitioners to engage with contemporary issues within Islamic science. The conference aimed to bridge traditional knowledge with modern scientific inquiries, fostering a dialogue that addresses current global challenges. It commenced with a profound sense of reverence and unity.



Dr. Safi Kaskas  
Director Iqra Institute, USA

The Future of Islamic Sciences

Dr. Safi Kaskas stressed unity and collaboration to overcome challenges in the Islamic world. He called for balancing tradition and modernity, reforming education, and promoting ethical research. Inspired by the Islamic Golden Age, he urged using this legacy to advance science and technology.



Prof. Dr. Musharraf Hussain  
Principal, Crimea Institute, UK

Purification of Mind and Heart

Prof. Dr. Musharraf Hussain emphasized mind and heart purification as key to human progress. He highlighted spiritual and mental cleansing's role in building resilience and discussed Islamic values' impact on mental health. Advocating openness to new approaches, he presented Islamic teachings as solutions to societal issues, stressing that inner purification fosters personal growth and social harmony.



Exploring New Horizons for Islamic Science in the Contemporary Era

Prof. Dr. Nisar Hussain Hamdani discussed advancing Islamic science through systemic theories and revived philosophy relevant today. He stressed alternative social science models based on Islamic values and the unifying role of language among scholars. Dr. Hamdani urged Muslim scholars to drive reform and innovation to tackle global challenges and advance society.

Prof. Dr. Nisar Hussain Hamdani  
Postdoctoral fellowships, Harvard  
London School of Economics – Divine Economics

“As Director of CAKCCIS, I’m honored to be part of a platform fostering dialogue that blends traditional Islamic knowledge with modern challenges. This conference is a vital step toward shaping the future of Islamic sciences.”

Syed Ali Mohsin Naqvi  
Director – Chaudhry Abdul Khaliq Center for Contemporary Islamic Sciences – CAKCCIS



# EnviOn-24

(06 - 07 Nov, 2024)

## Climate Change Adaptability: Financing & Creating Indigenous Solutions

### Organizer

Faculty of Allied Health Sciences

Date: 6th and 7th November 2024  
(Wednesday & Thursday)

### Overview

Faculty of Allied Health Sciences & Faculty of Sciences organized an impactful event titled “EnviOn-24 - Climate Change Adaptability: Financing & Creating Indigenous Solutions,” held under the Research Week initiative. This brought together esteemed research collaborators from various institutions and industries to highlight innovative solutions and celebrate contributions to advancing climate adaptability.

### Panel Discussion

Experts, academics, and policymakers discussed climate adaptability, green financing, and local solutions for Pakistan’s environmental challenges. Emphasizing indigenous innovation, they shared case studies like drought-resistant crops and flood-resilient infrastructure. Key recommendations included better access to funding, incentives for green technologies, stronger public-private partnerships, and global collaboration to scale sustainable solutions.

Industrial Seminars

Addressing Climate Change and Financial Stability: Innovations in Pharmacy Research

Organized by: Faculty of Pharmacy  
Date: 5th November 2024 (Tuesday)

The seminar highlighted the link between pharmacy research, climate change, and financial sustainability. It focused on eco-friendly practices like green chemistry, sustainable packaging, and innovative supply chains to reduce the pharmaceutical sector’s environmental impact. The strategies to promote to promote long-term sustainability and financial viability in pharmacy research.

## Celebration of Industry–Academia Collaborative Research

The opening day of EnviOn–24 set a vibrant tone for the event, gathering a distinguished panel of speakers, including eminent researchers, industry leaders, and policymakers. These experts shared their insights into the power of collaborative research, emphasizing its pivotal role in addressing climate challenges.

### Key discussions revolved around

- The integration of academia and industry.
- Innovative, community–driven solutions tailored to local ecological contexts.
- Success stories from academia–industry partnerships contributing to impactful climate solutions.



Mr. Altaf Hussain  
Director of the Zoological Survey of Pakistan



Mr. Sardar Aasif  
Environmental lawyer, intl. climate jurist, and green consultant



Mr. Hameed Ullah Malik  
PDMA Director South



Dr. Nadeem Iqbal  
Pakistan Chemicals and Bio Industries



Mr. Sajid Mustafa  
CEO & Co-Founder of Royal Bio Energy



Dr. Abdul Qadir  
Associate Professor at CEES, Punjab University



Dr. Muhammad Mudassar Shahzad  
Assistant Professor at Education University



Mr. Hassan bin Saadat  
Assistant Professor at the College of Earth & Environmental Science



## Thesis Show 2025

Organized by: School of Art & Design  
Venue: Superior University, Raiwind Road, Lahore  
Dates: 19th–21st February 2025



The School of Art & Design hosted Thesis Show 2025, a three-day exhibition showcasing 35 innovative projects from Textile and Interior Design students. Blending traditional craftsmanship with modern aesthetics, the show attracted over 300 visitors, including

68 national and international guests. Seven expert jurors provided valuable industry feedback, while the presence of leaders like Mr. Omer Khayyam Sheikh (CEO, Hadayat & Co.) and Mr. Arbab Sikandar (Director, PrintXperts) highlighted strong academia-industry collaboration.

### Key Features

03 Days	1000+ Audience Attendance
35 Projects Exhibited	
68 National & International Guests	07 Expert Jurors



## Eco Chef Challenge Competition

The second season of the Eco-Chef Challenge was held on October 31, 2024, at Superior University’s advanced Kitchen Lab, celebrating sustainable cooking and eco-conscious innovation. Over 3,000 attendees, including students, chefs, influencers, and industry leaders, witnessed contestants create

dishes using local ingredients, waste-reduction techniques, and sustainable methods. Featuring live cook-offs, expert panels, and workshops, the event highlighted the importance of environmentally responsible cuisine, inspiring future chefs to lead with creativity, purpose, and sustainability.

20 Home Chefs	3k Attendees	10 Sponsors	10 Professional Chefs engaged as evaluators

Honoured to join the Eco-Chef Challenge today, As Cultural Officer at Alliance Française, it’s inspiring to see culinary creativity and sustainability come together. Such initiatives pave the way for a healthier, eco-conscious food culture.

Miss Anne Sophie Francais  
(Cultural Officer, Alliance Française)





## Continuous **CAPACITY BUILDING** Through Effective Training

Superior University is committed to enhancing research excellence through a structured series of research trainings. Over the past year, our programs have focused on knowledge integrity, research standardization, monetization of academic research, and strengthening industry-academia collaborations, empowering researchers with essential skills for impactful scholarship.

### Project Writing: Crafting Winning Proposals



**Prof. Dr. Muhammad Suleman Tahir**  
Former Vice Chancellor,  
KFEUET, Rahim Yar Khan

A training session led by Prof. Dr. Muhammad Suleman Tahir equipped participants with practical strategies to write successful, fund-worthy proposals. The session simplified proposal writing and empowered attendees to craft impactful projects that drive research and innovation.

### Introduction to Ethics and Quality in Health Professions Education Research



**Prof. Lynn Monrouxe**  
Professor of Health &  
Education Research  
University of Sydney

The session provided faculty and postgraduate researchers with a foundational understanding of ethical principles and quality benchmarks essential in health education research.

### Introduction to Team Based Learning (TBL) and Designing Effective Team Assignments



**Prof. Dr. Naomi Low-Beer**  
Founding Dean of  
Brunel Medical School  
Brunel University London

The session focused on the principles and pedagogy of TBL, offering participants practical strategies to enhance student engagement and collaborative learning in health professions education.

The workshop emphasized the importance of values driven leadership, emotional intelligence, and strategic vision in creating high performing teams. Drawing from real world corporate experience and leadership frameworks.

### Leading with Character: The 7 Habits of High Impact Leadership



**Syed Jamshed Ahmed**  
Deputy Chief Executive Officer  
PharmEvo, Karachi

### The AI Advantage: Empowering Non Technical Professionals with Functional AI Knowledge



**Mr Manan Abdul Ahad**  
AI Program Manager  
CoPilot Innovations LLC

Mr. Ahad, led a session simplifying AI concepts and applications. Participants gained practical insights into leveraging AI in professional domains, leaving empowered to integrate intelligent solutions into their fields.

## Our Key Research **COLLOQUIA**

Our Research Colloquia serve as a dynamic platform where local researchers engage with global thought leaders, fostering meaningful international collaboration and innovation.

### Developing a Structured Literature Review Protocol



**Dr. Sidra Kouser**  
Clinical Researcher, Lecturer  
& Physiotherapist, Barcelona,  
Spain

Dr. Kouser shared systematic approaches for conducting structured literature reviews, helping faculty and students improve the quality and credibility of their research. The session highlighted best practices and critical evaluation techniques, strengthening research capabilities in physical therapy and rehabilitation sciences.

Dr. Raheel Yasin led a session on effective academic publishing, guiding participants on selecting the right journals, structuring research papers, and avoiding common mistakes. Faculty, researchers, and students gained practical insights to improve publication success, strengthening the university's research culture and academic excellence.

### An Introduction to GraphPad Prism



**Miss Nazneen Aslam**  
Research Assistant at The Cell  
Therapy Center, University of  
Jordan

Miss Aslam introduced participants to GraphPad Prism, covering data organization, statistical testing, and result visualization. The session equipped researchers and students with practical skills to improve the accuracy and presentation of scientific findings, supporting research excellence.

### Academic Writing in the Age of Artificial Intelligence



**Dr. Usman Saeed**  
Assistant Professor, Department  
of Media Studies Bayan College  
affiliated with Purdue, University  
Northwest, USA.

### Diabetes Self- Care and Wound Management in Pakistan



**Dr. Raheela Khalid**  
MSc Burn Wounds with Distinction  
MD, PhD, MBA International  
Relations and Diplomacy,  
Founder

Dr. Raheela Khalid, Pakistan's first female burn wound specialist, shared advanced wound care techniques and self care strategies for diabetes. The session equipped healthcare professionals, students, and faculty with evidence based approaches to prevent complications, reinforcing Superior University's commitment to improving healthcare education and practice.

Dr. Usman Saeed delivered a keynote on the role of AI in academic writing, discussing research integrity, ethical considerations, and responsible use of AI tools. Faculty, students, and researchers gained insights into improving writing quality while maintaining academic credibility, reflecting the university's commitment to research excellence in the digital era.



## KNOWLEDGE PRODUCTS

Developed by faculty, students, and research groups, these products reflect our commitment to research impact, public engagement, and alignment with the UN Sustainable Development Goals (SDGs).

From informing healthcare practices and industrial processes to influencing public policy and community awareness, knowledge products are a central component of our Knowledge Exchange Framework. They not only amplify the visibility of Superior's research excellence but also strengthen our role as a catalyst for national development under our Soar to Roar strategy.

### Our Key Stakeholders of Knowledge Products

- Ministry of Climate Change & Environmental Coordination (Pakistan)
- Pakistan Environmental Protection Agency (Pak-EPA)
- All Pakistan Textile Mills Association (APTMA)
- Punjab Heritage & Tourism Board
- World Health Organization (WHO) – Pakistan Office
- Ministry of National Health Services, Regulations & Coordination
- Higher Education Commission (HEC)
- Pakistan Innovation Foundation
- Public & Private Universities
- Islamic Research Institute, Pakistan
- National Institute of Food Science and Technology, UAF
- Ministry of Health – Maternal & Child Health Program
- Ministry of Climate Change
- Ministry of Information Technology & Telecommunication
- Ministry of Commerce
- Ministry of National Health Services, Regulation and Coordination

#### Our HEC Recognized Journal



### Our knowledge dissemination platforms

Dr. Raheel Yasin led a session on effective academic publishing, guiding participants on selecting the right journals, structuring research papers, and avoiding common mistakes. Faculty, researchers, and students gained practical insights to improve publication success, strengthening the university's research culture and academic excellence.



HEC has recognized the International Journal of Management Research and Emerging Sciences (IJMRES)—established under the Superior Knowledge Exchange Framework by placing it in the Y Category for five consecutive years.

Indexed in:                     

Secured a grant worth  
PKR 250,000 from HEC

Scan here  
for more  
detail



Scan here to  
read more

## CARBS Business Review

A Knowledge Sharing Platform by 1st Entrepreneurial Business School of Pakistan

Business schools in Pakistan offer limited platforms where industry professionals and experts can share their practical knowledge and insights. At the same time, valuable research produced by scholars often remains inaccessible to managers and professionals due to the academic language and structure of research journals. Recognizing this gap, Chaudhry Abdul Rehman Business Schools has launched CARBS Business Review a dedicated platform that delivers insightful, thought provoking articles, analyses, and expert commentary on Pakistan's economic and business landscape. CARBS Business Review aims to bridge the industry academia divide by translating research into actionable insights and sharing best practices from leading Pakistani business professionals, fostering meaningful dialogue and collaboration.



CARBS Business Review is Pakistan's first business school-led platform for professionals to share practical wisdom and industry insights.

## Our Research Communication

### Celebrating Research Excellence through Strategic Recognition

At Superior University, we believe that research achieves its true potential when it is effectively communicated and widely celebrated. Our strategic research communication framework ensures that the achievements of our dynamic research community are shared with clarity, purpose, and resonance, reaching both academic and non-academic audiences.

### Stakeholders We Engage

Our communication strategy is built upon a stakeholder-centred approach, recognizing the distinct roles of those who drive, support, and benefit from research:

### Our Newsletters 2024–25







Innovation at Superior is a signature series that showcases ground-breaking research ideas, results, and projects by students and faculty at Superior University, Pakistan. It highlights the creativity and problem-solving abilities of our researchers as they address real-world challenges and develop cutting-edge technologies. Each video of the series explores the journey behind a research project from concept to execution and its potential impact on society.

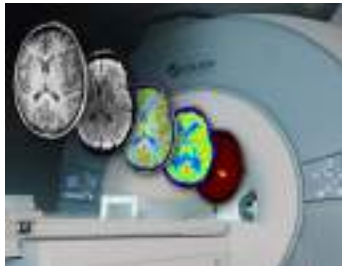
**Major Research & Innovation Areas Featured in the Series:**

- Healthcare & Biomedical
- Agricultural & Food Security
- Sustainable Materials & Environmental Solutions
- Dairy & Food Industry
- Artificial Intelligence & Smart Technologies
- Implementation of Dissolving Microneedles in Pakistan's Healthcare Sector
- Creating Climate Resilient Cotton: Making Cotton Stronger with Gene Editing
- Cost-Effective Cream Cheese Production in Pakistan
- The Future of Healthy Snacking: Multigrain Cookies for Disease Prevention Smart Model for Brain Tumors Detection

**Cost-Effective Cream Cheese Production in Pakistan**



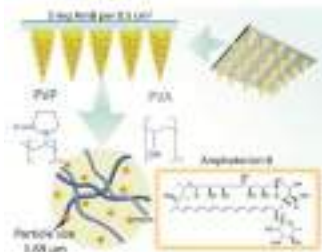
**Smart Model for Brain Tumors Detection**



**Creating Climate Resilient Cotton: Making Cotton Stronger with Gene Editing**



**Implementation of Dissolving Microneedles in Pakistan's Healthcare Sector**



**AI-Driven Precision Agriculture: Optimizing Land-Crop Matching for Sustainable Food Security and Environmental Protection**



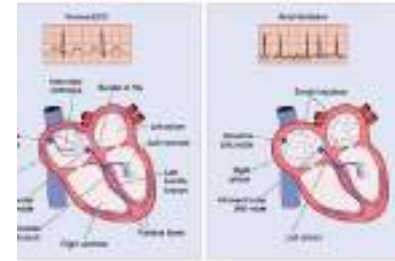
**Sustainable Textile Dyeing Using Peanut Seed Cake and Bacterial Pigments**



**Smart Polymers for Water Saving**



**Rivaroxaban: A Safer Heart Care Solution for Patients with Atrial Fibrillation and Chronic Kidney Disease**



**Heart Sound Analysis for Abnormality Detection: Advancing Early Diagnosis**



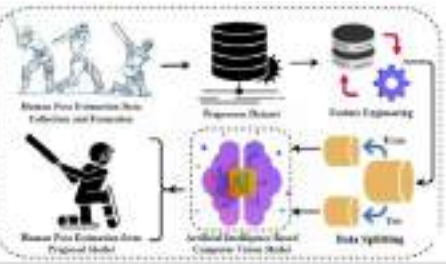
**Using AI to Save Energy in Power Plants**



**Impact of Vibration from Electric Toothbrushes on Orthodontic Patients**



**Predicting Cricket Batsmen's Performance with AI**



**Boosting Soybean Survival Under Drought**



**The Future of Healthy Snacking: Multigrain Cookies for Disease Prevention**



For details about the projects please scan





# ENSURING **SUCCESS OF OUR STUDENTS** AT POSTGRADUATE LEVEL

At Superior University, we are dedicated to fostering a culture of excellence and success for our postgraduate students in MS and Ph.D. programs. To achieve this, we have established the Directorate of Postgraduate Studies (DOPS), which provides structured guidance and mentorship throughout the academic journey. From timely degree completion to impactful research, DOPS ensures students progress through standardized policies, processes, and documentation in close coordination with academic and administrative departments. Regular mentoring and evaluation guarantee alignment with national research priorities and the UN SDGs framework, while our recognition and reward system motivates students to pursue research excellence, contributing meaningfully to the academic community.

Distinctive Features of **Postgraduate Studies**

Timely Completion of Degree

A

Impactful Research

B

Communicate & Celebrate

C

One of the key factors in student success is fostering a supportive environment and providing ample resources. This empowers students to efficiently complete their degrees within the designated timeframe.

The second facet of student success lies in engaging in meaningful research that addresses industry needs, aligns with national priorities, and contributes to the Sustainable Development Goals (SDGs)

We reward and recognize success of our students through various channels, including social media platforms and innovative methods of making their research accessible to wide range of stakeholders.

Governance of Post Graduate Studies

08

Policies to Manage Postgraduate Programs

02

Guide Books to Manage PG Programs

424+

Thesis Titles

520+

Student Publications

27

Training Sessions for Students & Faculty

07

Training Sessions for Program Leaders

1190

PG Students and Faculty Trained

## Our multi-prong Capacity Building program to empower students and faculty for undertaking quality research

We have a robust capacity-building program across the student journey. We equip students with the critical thinking skills and research methodologies necessary for impactful research. On the other hand we train our Program Leaders/ Coordinators and administartives of the research programs on university and HEC policies, autonatiob, AI and rekated domains. Folliwub is an iver view of our capcity building program

### Research Edge

The Research Edge is a research capacity-building program designed to equip postgraduate students of Superior University with the necessary knowledge, skills, and competencies before the commencement of their regular classes. In this year, DOPS organized 08 Training sessions where more than 600 students participated.

08

Total Sessions

600+

Total Participation

### Postgraduate Mastery Program (PMP)

To align with university and HEC policies, 07 specialized training sessions for Program Leaders and Coordinators were organized in the year 2024-25 where 90+ people joined these sessions. These sessions equipped the participants with the latest regulatory updates, best practices in mentorship, and efficient program administration strategies. By strengthening their skills, we enhance their ability to guide students effectively, fostering a supportive and high-quality research environment.

07

Total Sessions

90+

Total Participation

### Faculty Led Trainings

12 discipline-specific training sessions in 2024-25, with 500+ students participation were organized. These sessions were designed to equip students with advanced knowledge, technical skills, and research methodologies tailored to their respective fields. By fostering specialized learning, we empower students to excel in their academic and research pursuits, ensuring they are well-prepared to contribute meaningfully to their disciplines.

12

Total Sessions

500+

Total Participation

## Our New Initiatives for Promoting Commercial Research and Recongnising Students' Achievements

### Summer Conference

The Summer Conference aims to provide a platform for postgraduate students at the thesis stage to present their industry-relevant research in a concise and impactful manner. The event will foster interdisciplinary harmony and strengthen communication between academia and external stakeholders, such as industry and government, with the potential to explore research commercialization opportunities.

### Best Student Researcher Award

The University has introduced The Best Student Researcher Award which aims to celebrate outstanding research achievements from each faculty by recognizing and rewarding our PG students' exceptional research contributions to push the boundaries of scholarly excellence.

Character At The Core



# Our Inclusive Approach to Strengthen the Higher Education Sector at National Level through Partnerships & Networking



Federal Minister of Health Syed Mustafa Kamal & Chairman HEC Dr. Mukhtar Ahmad visited the startups showcased at SEE Pakistan



## Pakistan Largest Entrepreneurial Expo



SEE Pakistan 2024 continued its legacy as the nation's premier entrepreneurial exhibition. Showcasing innovation, youth empowerment, and startup growth, it brought together over **50,000 participants** from **175 universities** across 141 cities and **16 countries**. Organized by All Private Sector University of Pakistan (ASPSUP) in collaboration with Higher Education Commission of Pakistan (HEC), and partner universities, Superior University being the main stakeholder. This year's event reaffirmed SEE's role in shaping Pakistan's entrepreneurial future.

### Following are the key milestone of selection of 100 best startups and their display and competition in SEE Pakistan

- 1 Call for national and international Startup Applications
- 2 Regional Selection Rounds in 8 universities across Pakistan
- 3 Bootcamp of 100 selected startups
- 4 Exhibition at SEE Pakistan

SEE Pakistan 2024 marked another milestone in the country's entrepreneurial landscape, with Superior University serving as Co-host and Execution Partner of APSUP in organizing the event.

The exhibition reinforced a collective commitment to innovation, youth empowerment, and economic development, bringing together changemakers from across Pakistan and beyond.

## PAKISTAN'S LARGEST ENTREPRENEURIAL EXPO

### KEY HIGHLIGHTS

- 103** Innovative Startups from diverse sectors showcased their products and services.
- 30** International Startups and delegates from 16 countries, reflecting its global appeal.
- 25** Investors engaged with startups, exploring potential investment opportunities totaling \$10 million.
- 70** Mentors provided guidance.
- 175** universities across 141 cities and all five provinces participated, highlighting the nationwide commitment to entrepreneurship.
- 149** Judges evaluated the startup pitches, ensuring a comprehensive assessment process.
- Over 50,000** Attendees including students, educators, entrepreneurs, and industry professionals.
- \$10,000** in prize money was awarded to outstanding startups, recognizing their innovation and potential.



### Main Partners







## A Global Platform for Entrepreneurial Excellence

The World Startup Championship (WSC) 2025, a flagship initiative of SEE Pakistan, emerged as a premier global platform celebrating innovation, entrepreneurship, and cross-border collaboration. Organized by the Association of Private Sector Universities of Pakistan (APSUP), WSC 2025 brought together a diverse array of startups, investors, and thought leaders from around the world.

### Regional Rounds: Nationwide Startup Engagement

To ensure inclusive participation, WSC 2025 conducted regional rounds across various cities in Pakistan, providing startups from all regions an opportunity to showcase their innovations.



These regional rounds ensured a comprehensive evaluation process, fostering a competitive environment that highlighted the entrepreneurial spirit across the nation.

A Student Exhibiting her Startup at World Startup Championship 2025

### International Participation

WSC 2025 witnessed remarkable international engagement:

**270**  
International applications

from startups across **54** countries

**30**  
International startups

were selected to participate in the championship.

**30**  
International delegates

attended, reflecting the event's global appeal.

**25**  
International evaluators

contributed to the assessment process.

This global participation underscored SEE Pakistan's commitment to fostering international entrepreneurship and innovation.



ALIGNED WITH THE UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS

## Academic Excellence Awards: Celebrating Educational Leadership at SEE Pakistan 2024

A cornerstone of SEE Pakistan 2024 was the Academic Excellence Awards, a prestigious initiative designed to honor outstanding contributions in academia and educational leadership. At the award ceremony, The Acting Governor Punjab recognized Rector and Vice chancellors that demonstrated exceptional performance, innovative thinking, and significant impact to improve their respective universities.



Lifetime Achievement Award was bestowed to Mr Sohail Afzal, Executive Director, Punjab Group

**25**  
distinguished individuals

and organizations were honored for their excellence in academia and education.

**30**  
international delegates

attended, reflecting the global recognition and appeal of the awards.

**75**  
Vice Chancellors

from various universities participated in the event, emphasizing the importance of academic leadership in fostering innovation

**25**  
industry delegates

participated, highlighting the collaboration between academia and industry in promoting educational excellence.

**15**  
media channels

covered the event, ensuring widespread recognition of the awardees' achievements.

The Academic Excellence Awards at SEE Pakistan 2024 not only celebrated individual and institutional achievements but also underscored the critical role of education in driving innovation and entrepreneurship. By acknowledging and promoting excellence in academia, SEE Pakistan continues to inspire and motivate educators and institutions to strive for higher standards and impactful contributions to society.



Recipients of Awards snapped with Governor Punjab and Chairman APSUP





# R'C

## Rectors' Conference 25

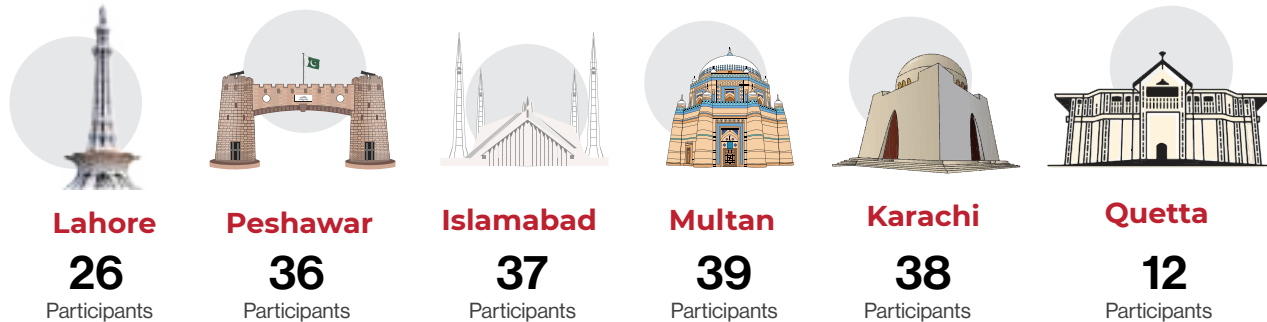
22-23 January, 2025

### “Character Mastery: A Key to Achieving and Sustaining Success.”

The 5th Rectors' Conference 2025 was co-organized by Superior University and Association of Private Sector Universities of Pakistan (APSUP), in Islamabad with the central theme

## Regional Roundtables

To seek the perspectives and best practices of all Public and Private Sector Universities of Pakistan, six roundtables were organized in different cities of Pakistan. Based on the discussions and input from Vice Chancellors, Rector and Senior Management of 188 universities, policy recommendation for implementation Character Mastery in Pakistan's higher education sector were developed and shared with all stakeholders.



## Welcome Note:

### Character Education Rooted in Prophetic Leadership: APSUP Chairman Calls for a Values Driven Academic Paradigm



In his opening remarks, Prof. Dr. Ch. Abdul Rehman, Chairman of APSUP, highlighted the imperative for Pakistani Higher Education Institutions (HEIs) to evolve beyond traditional academic paradigms. He emphasized the importance of learning from the exemplary leadership and character of the Holy Prophet Muhammad (PBUH) as the foundational model for character development. Dr. Rehman stressed that embedding these timeless values into curricula would help produce graduates with integrity, adaptability, and a strong moral compass, essential for navigating the complexities of the global workforce.

As a symbolic gesture, he presented all delegates with a special gift, a book on the life and character of the Holy Prophet (PBUH), underscoring the event's dedication to character mastery rooted in profound ethical and spiritual principles



Keynote speakers from diverse walks of life shared their perspective and appreciated the efforts of bringing Character at forefront.



Senator Irfan-ul-Haq Siddiqui



Mr. Rana Mashhood Khan  
Chairman, Prime Minister Youth Program



Prof. Dr. Mukhtar Ahmed  
Chairman, HEC



Prof. Dr. Rizwan Taj  
President, Pakistan Medical & Dental Council



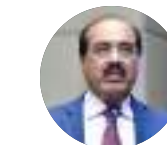
Syed Mr. Mustafa Kamal  
Member of National Assembly



Mr. Muhammad Baligh-ur-Rehman  
Former Governor of Punjab



Dr. Khalid Maqbool Siddiqui  
Minister for Federal Education and Professional Training

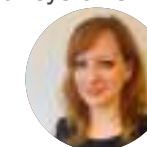


Dr. Abdul Basit  
President, APSUP Federal Chapter

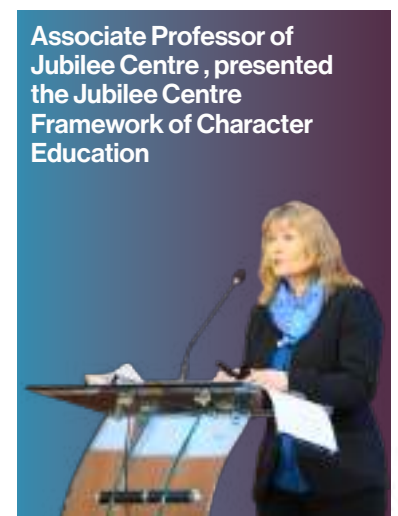
## International speakers

International Speakers shared global insights on character education at the conference.

The panel featured diplomats and experts from Germany, the Czech Republic, the UK, and renowned institutions like the University of Birmingham and Oxford. They presented diverse models and best practices, enriching the dialogue on integrating character education across global education systems.



Michaela Chrtová  
Deputy Ambassador of the Embassy of the Czech Republic in Islamabad



Arno Kirchhof  
Germany's Deputy Head of Mission in Pakistan



Dr. Edward Brooks  
Director of the Oxford Character Project



## Rector's Keynote Address on 5<sup>th</sup> Rector Conference

Dr. Sumaira Rehman delivered a compelling keynote on “Character Mastery: A Key to Achieving and Sustaining Success.” She emphasized that true excellence in education must integrate character alongside knowledge and innovation. Showcasing Superior University’s Character Mastery Framework, she highlighted how eight core virtues are systematically embedded across academics, governance, and student life. Backed by research, she called for a national shift from reactive discipline to proactive virtue-building, urging collaboration on a character-based higher education roadmap. Her message:

“Character is foundation of personal, professional, spiritual and societal success.”

## Panel Discussion on Mapping the Plan for Promoting Character Education

The panel discussion at the Rectors’ Conference 2024 brought together distinguished academic leaders to share insights on embedding character education within Pakistan’s higher education system. Panelists included Dr. Adnan Noor Mian, Vice Chancellor of Information Technology University (ITU); Dr. Muhammad Ali Shah, Vice Chancellor of Punjab University; Prof. Dr. Aftab Maroof, Rector of FAST National University; and Prof. Dr. Bushra Mirza, Vice Chancellor of Fatima Jinnah Women University. The discussion revolved around the challenges and opportunities in fostering moral and ethical development among students, the role of faculty in modeling character, and the importance of aligning institutional policies with values-based education.



## Policy Recommendations and Future Outlook

The insights garnered from the regional roundtables were consolidated into a detailed policy recommendation document. This compendium outlines actionable strategies for the Government of Pakistan, the Higher Education Commission (HEC), and universities nationwide to embed character development within higher education, fostering graduates who not only excel in their fields but also embody ethical integrity and social responsibility.

Looking ahead, APSUP plans to reconvene stakeholders to share best practices, lessons learned, and the impact of these initiatives in shaping character among students. This ongoing dialogue aims to transform higher education into a force for nurturing ethical, committed, and socially conscious individuals, ensuring that Pakistan’s future workforce contributes meaningfully to a just, prosperous, and flourishing society.



## Summit for Entrepreneurial Educators Karachi

“Empowering Minds, Shaping the Future”

6th–7th November, 2024

The Summit for Entrepreneurial Educators, held on 6th–7th November at the Institute of Business Management, Karachi, stands as a beacon of transformative education. Presented by the Association of Private Sector Universities of Pakistan (APSUP), powered by Superior University, and co-hosted by the Institute of Business Management, this summit united visionary educators and thought leaders committed to cultivating an environment where creativity, practical wisdom, and persistence drive academic and professional excellence.



Mr Munib Ahmed Trained the participants on developing business plan and pitch presentations.

The Summit is testimony of Superior University’s Testimony of developing capacity of educators to teach entrepreneurship through latest pedagogies and make a lasting impact.



**Dr. Sami Ullah Bajwa**

(Led the session Titled “The mindset of an entrepreneurial Educator” in which he emphasized the essential qualities skills and perspective that shape effective entrepreneurial educators)



**Prof. Dr. Sumaira Rehman**

(presented the Superior Entrepreneurship Education Model (SEEM) Framework which illustrated an innovative approach to entrepreneurship education.

in Collaboration with



**APSUP Established Pakistan Pavilion at Dubai International Convention Centre (30 April - 02 May, 2025)**



The Association of Private Sector Universities of Pakistan (APSUP), under the visionary leadership of Prof. Dr. Ch. Abdul Rehman, led a high-powered 35-member delegation to the **Global Education and Training Exhibition (GETEX) 2025** held in Dubai. This strategic participation showcased Pakistan’s emerging strengths in academic innovation, institutional excellence, and global collaboration.

The Pakistan Pavilion emerged as a vibrant hub of higher education excellence drawing the attention of international partners, students, and thought leaders. From forging global academic linkages to facilitating on-spot admissions and scholarship opportunities, the Pavilion reflected a dynamic and future ready image of Pakistan’s private higher education sector.





## 3<sup>rd</sup> International Medical Conference 2025

11–12 April, 2025



The Pakistan Association of Private Medical & Dental Institutions (PAMI) in collaboration with Superior University presented the 3rd International Medical Conference on April 11–12, 2025, under the theme

### “The Transformative Power of Character Education: Shaping the Future of Healthcare Professionals”

The conference was aimed to foster a paradigm shift in medical education by integrating character education into curricula, thereby cultivating healthcare professionals who are not only skilled but also ethically grounded and compassionate.

Following are the highlights of the conference.

- **Nationwide Roundtable Sessions on Character Education in Medical Education**
- **Pre Conference Workshops**
- **Symposiums: Integrating Character Education and Academic Integrity in the Age of AI**
- **Plenary Sessions: Shaping Medical Education through Professional Identity and Curriculum Reform**

**12**  
National  
Speakers

**06**  
International  
Speakers

**450**  
Participants

**250**  
Participants in Hands  
on Trainings

**100**  
Senior  
Academicians  
participated in  
Roundtables



Opening Ceremony of 3rd International Medical Conference 2025 (IMC)

# HEALTH CARE EXCELLENCE Awards 2025



ALIGNED WITH THE UNITED NATIONS  
SUSTAINABLE DEVELOPMENT GOALS

To honor remarkable contributions of the medical field, PAMI in collaboration with Superior University initiated Health Care Excellence Awards. The awards appreciate and acknowledge the commitment to healthcare excellence and research that drive impactful discoveries and shape the future of medical science. To honor remarkable contributions to the medical field, we proudly present the Lifetime Achievement Award, recognizing individuals whose dedication and leadership have left an enduring legacy in advancing healthcare and improving lives.



Dr. Rashid Latif Khan receiving **Life Time Achievement Award** from Federal Minister of Health and President PAMI



Syed Mustafa Kamal Federal Minister for Health was the Chief Guest on occasion of Healthcare Excellence Awards 2025



International Delegates of IMC attending Healthcare Excellence Awards 2025

**08**  
Academic  
Excellence  
Awards

**01**  
Healthcare  
Research  
Excellence  
Award

**02**  
Innovation in  
Healthcare  
Excellence  
Award

**08**  
Special  
Awards in  
recognition  
of services

**01**  
Innovation in  
Healthcare  
Excellence  
Award





# Our GOVERNANCE

Redefining Governance in Higher Education: Making the University more responsive, adoptive and aligned with needs and aspirations of our Strategic Vision 2028.

Superior University has emerged as the **first institution in Pakistan to conceptualize and implement a formal University Governance Index**, a groundbreaking initiative that redefines how governance is measured, evaluated, and improved in higher education.

Serving as both an assessment framework and a strategic guide, the Governance Index sets new national standards for transparency, inclusiveness, and performance-driven leadership. This initiative marks a significant evolution in institutional planning, signaling a transition from reactive policies to forward-looking governance structures. It highlights Superior University's commitment to ethical leadership, continuous improvement, and participatory engagement.

Developed under the Soar to Roar Strategic Plan (2023–28) and deeply rooted in the Character Mastery Project, the Governance Index exemplifies the University's core values: responsibility, integrity, transparency, and service leadership. It embodies a new paradigm of institutional excellence.

### Strategic Governance Enhancements in 2024–25

Throughout the second year of Soar to Roar, Superior University advanced a range of governance reforms, engaging academic leadership, students, and administrative teams in co-creating modern, resilient governance structures.

Focus Areas	Key Achievements
Policy & Structural Reform	Statutory bodies expanded to include sub campus and student representation; board charters revised; governance manuals digitized
Postgraduate Governance	SOPs standardized; workflows digitized; DOPS-led governance aligned with PMDC and HEC standards
Academic & Administrative Efficiency	Governance calendars centralized; meetings documented in real time using AI; institutional KPIs linked to governance reviews
Recognition & Inclusion	Faculty awards expanded; staff honored as "Governance Champions"; wellness policies prioritized mental health

### Governance Index Framework: Six Pillars of Performance

Built from international best practices and tailored to local context, the Governance Index is structured around six foundational pillars:



## Governance Index from the Perspective of Faculty and Students

In 2024, the Governance Index survey received responses from 351 faculty members and 1,436 students. Student scores were recalibrated to include neutral responses as indicative of general satisfaction, ensuring a balanced and representative evaluation.

Governance Parameter	Faculty Satisfaction (%)	Faculty Score (/10)	Adjusted Student Satisfaction (%)	Adjusted Student Score (/10)
Transparency and Fairness	84.96	8.50	66.50	6.65
Participative Decision-Making	84.04	8.40	67.00	6.70
Accountability	88.62	8.86	72.80	7.28
Financial Prudence	86.58	8.66	74.00	7.40
Efficiency and Agility	87.14	8.71	72.30	7.23
Independence and Delegation	91.04	9.10	76.20	7.62
Total/Average	87.40	8.71	72.8	7.28

WE ARE RANKED at 25<sup>th</sup> place Globally in (B1) VISIONARY LEADERSHIP



★★★★★

WURI

The WORLD UNIVERSITY RANKINGS for INNOVATION

Spotlight

Institutional Governance Index (2024):

7.74 / 10

Total Valid Respondents:

1,787

Faculty Governance Index (351 responses):

8.74 / 10

Student Governance Index (1,436 responses):

7.28 / 10

These results indicate a strong alignment between faculty and students on integrity, agility, and financial governance, while also identifying participatory engagement as a key area for future enhancement.

The Road Ahead: Scaling Governance Impact in 2025–26

Looking ahead, Superior University aims to: Reach an Institutional Governance Index of **8.5 / 10 by 2026** Achieve **9.0 / 10 by 2027–28**, in line with global governance benchmarks



# Sustainability at Campus

## INVESTING IN THE SUSTAINABLE FUTURE

In 2025, Superior University made transformative strides in sustainable infrastructure, redefining physical development as a means to serve education, well-being, and environmental stewardship. Anchored in the Soar to Roar Strategic Plan and aligned with the United Nations Sustainable Development Goals (SDGs), these efforts reflect a clear commitment: to create a campus that is future-ready, climate-conscious, and deeply human-centered.

### Infrastructure Development: Expanding for Impact

As Superior University advances its mission to build holistic and future-ready academic ecosystems, infrastructure development stands as a cornerstone of this transformation. The steady growth in enrollment, interdisciplinary offerings, and faculty strength necessitated intentional physical expansion, one guided by our core values: innovation, accessibility, sustainability, and long-term impact.

**Three strategic pillars framed our infrastructure agenda for the year:**

**Academic and Faculty Development** – Investing in smart learning environments and adequate faculty spaces to foster intellectual growth.

**Healthcare and Community Engagement** – Bridging classroom learning with real-world practice through integrated healthcare facilities.

**Sustainable Growth and Campus Life** – Designing eco-efficient, resilient spaces to support student and staff well-being.



Calm and Serene Wellness Pavilion lawn

### Upgradation of Facilities

Category	Facility Type	Location / Department	Capacity
Addition of Faculty Offices	Provision of Offices	Allied Health Sciences Medical Education Department HR Department English Department City Campus Pharmacy Department	98 faculty members 25 faculty members 17 personnel 17 faculty members 19 faculty members 12 faculty members
Academic Facilities	Classrooms Computer Lab Hospital Beds	English Department City Campus Law College City Campus	133 students 424 students 100 students 50 students
Health Facilities		Teaching Hospital	130 beds

These additions reflect our commitment to ensuring infrastructure keeps pace with educational ambitions and community service goals.

### Investing in the Infrastructure

Project Area	Details	Capacity	Cost (PKR Millions)
Faculty Offices	Allied Health Sciences	98	24.00
Administrative Office	Faculty of Pharmacy	12	6.00
Smart Classrooms	HR Department	17	5.00
	General-purpose lecture rooms	3× 60=180	18.00
Sports Facilities	Basketball, martial arts, Snooker , Handball, Badminton, table Tennis, Futsal Ground , indoor gym	One each	8.35
Capital Assets Purchased (Land) for Agrivet Research Park	Acquisition and infrastructure development of Agrivet Research Park	42 Acres	200.75
IT & Learning Resources	Library, multimedia & computing support		57.39
Electric & Climate Systems	trical upgrades, efficient lighting	LED Lights	26.90
Furniture & Fixtures	Classroom and office equipment		8.75
Administrative Equipment	Digital, audiovisual & support tools	For New classes	0.96
Grey Structure Development	Foundational civil works	188 Faculty offices	40.00
Land Development	Ground preparation, access & landscaping	Laser, Horticultural and basic infrastructure cost	50.00
Infrastructure Investment			446.00
IT Investment			82.00
Total			528

“This investment enabled us to scale excellence, strengthen accessibility, and build resilient academic ecosystems.”





# Green Energy & Carbon Management

Superior University scaled its sustainability ambitions through a live dashboard for tracking emissions and expanded solar capacity across its academic blocks.

The Go Green Plan continues to demonstrate how clean energy infrastructure can reshape institutional footprints. Snapshot

Metric	Value (2025)
Solar Energy Generated	18,438kWh
Standard Coal Saved	542 Tons
CO <sub>2</sub> Emissions Avoided	869
Standard Coal Saved	722 units

“We are not just constructing buildings; we are creating a legacy of purpose-driven, climate-conscious education.”

## Powering the Future: Strategic ICT Investments for a Digital-First University

Total Technological Investment:  
PKR 82 Million

This landmark investment of PKR 82 million reflects Superior University’s unwavering commitment to building a resilient, responsive, and digitally fluent institution. These advancements are not just infrastructure upgrades, they are catalysts for transformation. By aligning our systems with global digital trends, we are cultivating a campus that is smarter, safer, and more connected than ever before.

As we move forward, our ICT vision will continue to support the University’s mission of delivering a holistic, future-ready education, one where technology empowers every learner, educator, and leader to rise with purpose.

As a key pillar of Superior University’s Soar to Roar Strategic Plan (2023–28), the transformation of Information and Communication Technology (ICT) infrastructure has laid the foundation for a digitally empowered institution. Through visionary planning and sustained investment, we are reimagining education, not just in delivery, but in experience, efficiency, and security.

Recognizing that digital capability is the engine of modern academic excellence, the University has invested boldly in three strategic domains: Infrastructure Enhancement, Digital Transformation, and Online & Distance Learning (ODL). These investments are not standalone upgrades; they are part of a cohesive digital ecosystem designed to future-proof Superior University and enhance every touchpoint of the student and faculty journey.



## Paperless Digital Transformation

To increase institutional efficiency, Superior University invested in world-class ERP systems and custom-built digital platforms that optimize academic, administrative, and engagement processes.

Software/Service	Investment (PKR)
Odoo ERP Licensing	12.6 Million
ERP Annual Vendor Support	7 Million
Cloud Hosting & Domain Services	2 Million
Custom Application Suite: – EmpowerU Staff Intranet – Convocation & Degree Portal – Alumni Elections Portal – CRM for Call Centre – HR Job Portal	8.4 Million
Total – Project Digital Transformation	30 Million

## Superior Online Project (ODL): Enabling Anytime, Anywhere Learning Initiative

To support flexible and future-facing education, Superior University strengthened its Online and Distance Learning capabilities through cutting-edge tools and dedicated infrastructure.

	Investment (PKR)
AI & Tools Subscriptions (eg, ChatGPT)	12.6 Million
Hardware & Studio Setup	7 Million
LMS – Moodle Mobile App	2 Million
Total – Project Digital Transformation	5 Million



# FACULTY DEVELOPMENT PROGRAM

Given that Entrepreneurship, Social contribution, and research are key pillar of the Soar-to-Raor Strategic Plan 2023-28, we undertake an ongoing capacity building program of faculty on Social Entrepreneurship Program, Entrepreneurship and research. This year, aligned with Character Mastery implementation framework, we have introduced a training program for English and Islamic students. Both these courses are integral to academic interventions for Character Mastery implementation.


Faculty Development Program	Focus Area	Number of Faculty Trained
Social Entrepreneurship Program (SEP)	Coaching faculty to mentor students in social innovation and community-based solutions	45
Entrepreneurship Teaching & Training Program (ETTP)	Training instructors in innovation-led pedagogy and entrepreneurial teaching methodologies	125
Total Entrepreneurship Educators Trained	Combined total under SEP and ETTP	170
Refresher Courses (English, Islamic Studies, Pak Studies)	Enhancing subject-specific teaching in alignment with national curriculum and character values	100
Faculty Training for Research Capacity Building	Enhancing Research Skills for publications innovation and commercialization	590

## Global Exposure under Rector’s Faculty Development Program


Superior University continues to champion global academic engagement through its Rector’s Faculty Development Program, designed to offer faculty members and academic leaders meaningful exposure to international best practices, strategic dialogue, and institutional innovation

**Mr. Muneeb Ahmad,**  
**Director CMACED,** participated in the renowned Price–Babson Symposium for Entrepreneurship Educators, held from 15–19 June 2025 at Babson College, USA.

**Prof. Dr. Naveed Babur,** represented Superior University at the 6th Vice Chancellors’ Forum, hosted in Morocco from 22–25 June 2025.




# HIGHLIGHTS OF FACULTY ACHIEVEMENT




**Dr. Tehreem Masood**  
Head of the Software Engineering Department  
Faculty of Computer Sciences & Information Technology.

Dr. Tehreem Masood, Head of the Software Engineering Department at the Faculty of Computer Sciences & Information Technology, was invited to participate in ASEFINnoLab5 Onsite. Dr. Masood will contribute her expertise by drafting a whitepaper on “AI for Sustainable Development”, showcasing the university’s commitment to cutting-edge research and global sustainability goals.




**Prof. Dr. Shahbaz Ahmad**  
Professor  
Department of Education,  
Faculty of Arts and Humanities,  
Superior University – Faisalabad Campus

Dr. Shahbaz Ahmad, Professor at the Department of Education, Faculty of Arts and Humanities, The Superior University – Faisalabad Campus, participated as a Technical Program Committee member at the 6th International Conference on Modern Educational Technology (ICMET 2024). The prestigious event was held in Tokyo, Japan, bringing together global experts to discuss innovations in educational technology.




**Dr. Bilal Ahmad**  
Associate Professor  
Faculty of Business & Management Sciences & Superior University, Lahore

Research Paper, titled Psychopaths in Managerial Roles: The Impact of Egocentricity on Subordinates’ Career Sustainability of Dr. Bilal Ahmad, Associate Professor at the Faculty of Business & Management Sciences was accepted for presentation at the prestigious 85th Annual Meeting of the Academy of Management (AOM 2025).




**Dr. Syed Ahmed Shah**  
Associate Professor  
Faculty of Pharmacy  
Superior University, Lahore

Dr. Syed Ahmed Shah, Assistant Professor at the Faculty of Pharmacy, was honored with the Innovation Award at the 10th Invention to Innovation Summit 2025. The award recognized his outstanding contribution to research and innovation in pharmaceutical sciences.




**Dr. Kanwal Ashiq**  
Lecturer  
Faculty of Pharmacy,  
Superior University, Lahore

Dr. Kanwal Ashiq was ranked 9th globally in the field of Gene Polymorphism by ScholarGPS 2024. She was recognized among the top 0.05% of scholars worldwide, a remarkable achievement that reflected her consistent dedication to impactful research and academic excellence.




**Ms. Hina Ahmed**  
Deputy Director of the Quality Enhancement Cell (QEC)  
Superior University Lahore

Ms. Hina Ahmed participated in the International Entrepreneurship Research Conference (IERC 2025), held January 21–23 at Prince Mohammed bin Salman College of Business and Entrepreneurship in Saudi Arabia. Her paper, “Digital Transformation and Its Impact on Entrepreneurial Ecosystems,” was accepted for presentation.



**Hassan Javaid**  
Assistant Director  
Marketing and Communication,  
Superior University, Lahore

Hassan Javaid, PhD Scholar at the Faculty of Social Sciences and Assistant Director, Office of Marketing and Communication, had his research paper titled “Timeless or Obsolete? Rethinking Traditional Advertising’s Role in the AI–Powered Market” accepted for presentation at the prestigious 4th Finnish Academy of Marketing Conference, held on June 17–18, 2025, at Tampere University, Finland.





# Our Trainings and Culture of Recognition

In pursuit of academic excellence rooted in values, Superior University launched a comprehensive Character Mastery Training Program as a cornerstone of faculty and staff development. Structured in four progressive stages, this initiative has transformed the university’s professional development paradigm, shifting from technical training alone to nurturing principled leadership and purpose driven education. In order to ensure the culture of recognitions we honour top performers in ceremonies and celebrate at their success.

## 01 Core Family Residential Training at UAE

The journey began with the Core Family 16 members of the University’s senior leadership who underwent an immersive leadership bootcamp in the UAE. This foundational experience focused on internalizing the Superior Framework for Character Mastery.

## 02 Strategic Leadership Training

Next, the program expanded to 76 academic and administrative leaders, including Directors, Deans, the Registrar, and HODs. Through a 28 week structured curriculum, participants explored core virtues and character application in leadership roles

Together, these stages have repositioned faculty development as a transformational journeyempowering individuals to lead not only with competence, but with conscience.

## 03 University Wide Faculty and Staff Training

From November 2024 to June 2025, the initiative scaled to a university wide rollout. A total of 725 faculty and staff members were engaged across all campuses through extended training designed to embed character into teaching practices, administrative conduct, and student mentorship.

## 04 Leading with Character Bootcamp

Launched in June 2025, the current phase titled “Cultivating Leadership Character” focuses on applying character strengths to real world leadership scenarios. 360 participants, organized into Alpha, Bravo, Charlie, and Delta cohorts, are now undergoing advanced training in conflict resolution, ethical decision making, and transformational leadership

## Honors and Celebrations

To recognize outstanding contributions and performances during trainings and practicing character virtues, Chairman Prof. Dr. Ch. Abdul Rehman honoured exceptional performers with accolades. This gesture reflected Superior’s deep commitment to recognizing service, initiative, and excellence values at the heart of its mission to shape responsible and character driven leaders.

### Best Perfomers of Naran Kaghan Residential Training: Virtues in practice



Chief Organiser , Superior Team Building Adventure  
Dr. M. Ahmed Kahloon



Best Coach (Team Bravo) - Mr. Mudassar Kamran



Chairman, The Superior Group addressing the good performers of Team Building Adventure 2025



Best Captain - Prof. Dr. Naveed Babur  
Team Bravo



Best Team Lead - Dr. Muhammad Haris



Best Event Manager - Mr. Amir Ilyas  
(Team Charlie)



Best Logistics Facilitaor  
Mr. Ejaz Ahmed  
(Team Bravo)



Best Sports Facilitator  
Mr. Shaid Raza  
(Team Bravo)



Best Marketing Facilitator  
Mr. Mujeeb Riaz  
(Team Bravo)



Best Residential Marshal  
Dr. Zubair  
(Team Charlie)

## Recognition of Outstanding Academic Leadership

In recognition of outstanding academic leadership and service, Superior University honored top—performing educators during Convocation 2025. These awards celebrated commitment to student success, innovation in teaching, and contributions to institutional advancement:



Best Dean, Prof. Dr. Arfan Jaffar  
Faculty of CS&IT



Best Head of the Department  
Dr. Tehreem Masood  
Department of Software Engineering



Best Program Leader (PG)  
Management Sciences

Best Program Leader (UG)  
Pharmacy



Our Internationalization Connect students and staff to the world through international opportunities and partnerships



Superior University is committed to global engagement, fostering a diverse, inclusive, and globally connected academic environment. With students from 17 nationalities and over 210 international academic partners, the university provides robust support for international students, including academic advising, cultural integration, and language assistance. Over 500 students participate annually in exchange programs, enriching campus life through multicultural experiences and cross-border collaborations.

The university recently expanded to the UAE by establishing a new campus in Ras Al Khaimah. This strategic move strengthens Superior's global footprint and promotes experiential learning, industry partnerships, and innovation. Superior's Go Global Stream, facilitates international pathways for student development. With a strong foundation in academic excellence, cross-cultural exchange, and skill development, we ensure students are well-prepared for international careers.

## Internationalization is our core aspiration for **GLOBAL FOOTPRINT**

Superior University's internationalization agenda is driven by a dynamic ecosystem of partnerships, global outreach, and immersive academic experiences.

With 424 students participating in exchange programs and 354 international students enriching the cultural fabric of campus life, our commitment to global mobility is evident. Initiatives like the 1M with Global Experience, branch campuses, and dual/split degree offerings further amplify transnational education. Speaksure Language Center, international conferences, and active participation in global academic forums ensure linguistic, academic, and cultural readiness of our students and faculty. This holistic internationalization framework not only elevates academic standards but also positions Superior University as a globally connected, future-focused institution.

Anchored in its core belief of preparing globally competent graduates, the University has fostered a robust network of academic collaborations across borders.



### Our International Partnerships and Collaborations across Globe





Global Engagement To Embrace Diversity

Championing A World Enriched By Diverse Cultures And Perspectives

Superior University empowers students and faculty to thrive in a globalized environment. Our International Office actively fosters connections across 50+ countries, providing avenues for academic exchanges, cultural immersion, research partnerships, and international internships.

“Where diversity meets opportunity, and the world becomes your classroom.”



With comprehensive support including academic advising, language assistance, and cultural integration programs, we ensure every participant enjoys a smooth and rewarding global learning journey.



Superior University Welcomes the World Fostering Global Connections and Academic Excellence

Superior University proudly hosts a vibrant international community, with international students enriching campus life and multiple students participating in semester exchange programs worldwide. Our partnerships with over 210 academic institutions across 17 nationalities create a truly multicultural learning environment.

International students thrive both inside state-of-the-art facilities like the Avionics Lab and outside, enjoying moments like the winter sun on our scenic campus lawn. Their testimonials reflect a rewarding journey of cultural exchange, academic growth, and lifelong friendships, underscoring Superior’s commitment to global engagement and inclusive education.

- ✓ Diversity
- ✓ Inclusivity
- ✓ Cross-cultural Exchange
- ✓ Global Citizenship
- ✓ Academic Collaboration

345

International Students

17

Nationalities on Campus

210

International Academic Partners

424

Students on Exchange Program

Superior University in UAE Ras Al Khaimah Campus Superior University’s Bold Leap into the Middle East

A Hub of Innovation, Industry Collaboration, and Experiential Learning

Superior University proudly launches its new campus in Ras Al Khaimah, UAE, marking a visionary step in advancing quality education, employability, and economic growth in the region. Rooted in our acclaimed 3U1M framework, this campus seamlessly integrates academic theory with hands-on industry experience, nurturing students’ creativity and drive.



A beacon where knowledge meets opportunity, sparking innovation and global readiness.

Equipped with cutting-edge aviation, IT, computer, and anatomy labs alongside extensive libraries, the campus fosters a vibrant environment for curiosity and knowledge. This expansion also ignites dynamic partnerships with local industries and academic institutions, empowering students with leadership and responsibility to thrive in a global economy.

- ✓ Innovation
- ✓ Experiential learning
- ✓ Industry partnership
- ✓ Leadership
- ✓ Global readiness

Superior University Go Global Stream Unlocking Global Pathways for Ambitious Learners

Building Bridges to International Academic and Career Success

The Internationalization Office champions the 3U1M and Superior Go Global Stream, providing students access to prestigious international Master’s, PhD programs, and global internships. Focused on developing wisdom, social intelligence, and authenticity, this initiative partners with academic, business, and cultural institutions worldwide.

Empowering students to become visionary global citizens through strategic academic and cultural immersion

It identifies vital skills and language proficiencies essential for thriving in diverse markets. By fostering a love of learning and self-accountability, the stream prepares students to confidently navigate global challenges and contribute meaningfully on the world stage.



- ✓ Global opportunities
- ✓ Academic excellence
- ✓ Cross cultural competence
- ✓ Skill development
- ✓ International internships



# Split Degree Program

## A Transformative Academic Journey Beyond Borders

### Enriching Education with International Experience and Perspective

The Split-Degree Program enables students to study abroad with ease, transferring credits seamlessly to Superior University. This opportunity cultivates curiosity, leadership, and creativity by offering rich academic experiences abroad, broadening global perspectives.

### Expanding horizons, enhancing skills, and empowering global citizens

It equips students with the skills and insights necessary to make impactful contributions upon returning home. By embedding international experiences into academic pathways, this program fosters responsibility and self-regulation, preparing learners for the interconnected challenges of tomorrow.



## Student Exchange Program

### Gateway to the World of Academic and Cultural Adventure

### Immersive Semester Abroad for Growth, Connection, and Discovery

Step into the transformative Semester Exchange Program, where students spend a semester at partner universities

worldwide. Fully transferable credits ensure academic continuity, while immersion in diverse cultures develops social intelligence, vitality, and adaptability.

### A life-changing journey enriching education through global exploration and personal growth

This program nurtures authenticity, curiosity, and lifelong friendships, cultivating global awareness and expanding academic horizons. It is not just study abroad; it's an adventure that builds confidence and global networks vital for future success.

- ✓ Academic mobility
- ✓ Global perspectives
- ✓ Intercultural learning
- ✓ Leadership
- ✓ Student empowerment



## Countries

- |  |   |
|--|---|
|  France      |  Australia |
|  South Korea |  Canada    |
|  Italy       |  USA       |

# SpeakSure Language Centre

## Connects with the World

### A Vibrant Hub for Multilingual Excellence and Global Engagement

The SpeakSure Language Centre empowers Superior University's community with courses in seven global languages and IELTS preparation, enhancing communication skills vital for international success.

### Unlocking the power of language to bridge cultures and opportunities

Through innovative teaching, the Centre fosters creativity, social intelligence, and cultural appreciation. It supports students and faculty in becoming authentic, responsible global communicators ready to thrive in an interconnected world.



- ✓ Language proficiency
- ✓ Global communication
- ✓ Cultural literacy
- ✓ Academic preparation
- ✓ Professional development

## Languages and Courses Offered

### Diverse Language Programs Fueling Global Connections

### Equipping Students with Essential Linguistic Tools for the Future

Superior University offers comprehensive language courses including [IELTS](#), [Chinese](#), [French](#), [Japanese](#), [Arabic](#), [Turkish](#), [Spanish](#), and [German](#). These programs inspire curiosity and a love of learning, developing students' ability to communicate across cultures.

### Empowering voices to resonate beyond borders with confidence and cultural insight

By promoting authenticity and self-regulation, the courses prepare learners for academic and professional excellence on the global stage.





# African Students' Association Pakistan (ASAP)

## Celebrating Diversity, Building Community

### Fostering Unity and Cultural Celebration

#### A Dynamic Platform for Inclusion, Support, and Shared Growth

The African Students' Association Pakistan (ASAP) at Superior University embodies the spirit of diversity and inclusion. By creating a welcoming environment, ASAP nurtures social intelligence, citizenship, and fairness.

#### A harmonious blend of cultures enriching campus life and global understanding

It supports academic guidance and internship opportunities, strengthening community ties. This association cultivates open-mindedness and leadership, enabling international students to thrive both socially and intellectually within the university.

- ✓ Cultural diversity
- ✓ social inclusion
- ✓ community building
- ✓ leadership
- ✓ intercultural dialogue



ALIGNED WITH THE UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS

### International Partnerships and Collaborations Across Globe

#### Building Bridges for Academic Excellence and Innovation

#### Strengthening Global Networks to Foster Knowledge and Creativity

Superior University offers comprehensive language courses including IELTS, Chinese, French, Japanese, Arabic, Turkish, Spanish, and German. These programs inspire curiosity and a love of learning, developing students' ability to communicate across cultures.

#### Connecting knowledge and culture to inspire innovation and growth worldwide

Through these global connections, the university fosters responsibility and self-accountability, preparing students and faculty to excel in an evolving global educational landscape.



### International Students Embracing Cultural Diversity through Immersive Experiences

#### Integrating Global Learners into Local Traditions and Campus Life

International students at Superior University actively engage with Pakistan's rich culture—exploring heritage sites, participating in events, and joining campus activities like drum circles. These experiences nurture authenticity, social intelligence, and citizenship.

#### Learning beyond classrooms, embracing culture, and building lifelong connections

Immersion in local culture deepens their appreciation for diversity, enriching their academic journey and fostering global citizenship.

#### Cultural Activities:

1. City tour
2. Football League
3. Iftar Party
4. DJ Night
5. Pool Party

### Exchange Internships

Exchange internships are incredibly valuable for shaping a student's career, and Superior University actively champions these opportunities. We provide students with global skill development, building essential cross cultural communication and adaptability crucial for today's interconnected workforce. These unique experiences significantly enhance employability, offering a competitive edge on résumés by showcasing initiative and practical, real-world exposure to potential employers. Students can expand their professional networks by building international connections that open doors to future job global opportunities.

Superior University's commitment to facilitating these exchange internships highlights its dedication to providing students with unparalleled opportunities to launch successful international careers.







Baba You Graduated Today!



On January 30, 2025, Superior University proudly hosted its 8th Convocation, a momentous celebration of academic excellence and character transformation. The ceremony marked a defining milestone for the graduating students of 2024–2025, symbolizing the culmination of years of dedication, learning, and purpose.

The event was graced by His Excellency Mr. Sardar Saleem Haider Khan, Governor of Punjab, as Chief Guest, along with the Chairman of The Superior Group, Prof. Dr. Chaudhary Abdul Rehman, and the Rector of Superior University, Prof. Dr. Sumaira Rehman. Their presence added dignity and inspiration to an occasion dedicated to recognizing the future leaders of Pakistan.

Superior University conferred a total of 8,640 degrees, with 1,765 students attending the convocation in person. Among the recipients were 1,503 undergraduate awardees, 241 postgraduate (MS/MPhil) degree holders, and 24 PhD graduates, including: 1 Ph.D in Law, 9 in Computer Science & IT,

4 in Economics & Commerce and 10 in Business Administration.

A total of 86 gold medals were awarded to high-achieving students across disciplines for their outstanding academic performances.

The ceremony opened with a heartfelt farewell by the President of the Student Body, who eloquently captured the spirit of transformation and gratitude shared by the graduating cohort. His words set the tone for a day of reflection, recognition, and resolve.

**Employability of  
Class of 2024  
90%**

This emotional moment was followed by three inspiring addresses delivered by the Rector, the Chairman of the Board of Governors, and the Governor of Punjab. Each leader reaffirmed the University's unwavering commitment to excellence and values-based education. In particular, the Chairman's address struck a chord with the audience, powerfully underscoring the role of character development in defining true success.



We Did It!



**Sardar Saleem Haider Khan**  
Governor Punjab delivering convocation address



Student of the Year 2025



## Convocation 2025 in Numbers

**8,640**  
Total Degrees  
Issued  
(2024–2025)

**1,765**  
Convocation Attendees  
(Students)

**1,503**  
Undergraduate Degree  
Awardees

**241**  
Graduate Degree Awar-  
dees (MS/MPhil)

**3509**  
Graduating  
Students

**2075**  
Employed be-  
fore 3 months  
of Graduation

**567**  
Employed after  
Graduation

**328**  
Opted Higher Education

**188**  
Entrepreneurs



# Our Alumni Our Identity

## From Graduates to Guardians The Rise of the Superior Alumni Movement

“This wasn’t just an election, it was a homecoming with responsibility.”

**Tayyab Rao**  
The President  
Superior Alumni Association



At Superior University, graduation is not a farewell, it's a lifelong beginning. With over 55,000 alumni across 25+ countries and over 100 academic programs, the Superior alumni community has emerged as a global force for innovation, leadership, and institutional pride.

In 2024–25, this community crossed a historic threshold: from connection to co-creation, from legacy to leadership.



### A New Era of Belonging: Elections That Empowered Alumni Voices

For the first time in its history, Superior University opened its governance to its graduates through the Alumni Association Elections 2025. This democratic milestone didn't just reconnect alumni—it empowered them.

- 36 candidates from 10 faculties launched

visionary campaigns

- Thousands of verified alumni voted—on-campus and across borders
- Celebrity endorsements amplified participation and institutional pride

### Our elected Alumni Association took oath of allegiance to Superior University on the occasion of Convocation 2025

During Convocation 2025, the newly elected alumni leaders took their oaths in a landmark ceremony, followed by a celebratory luncheon at Naheed Palace hosted by Chairman Prof. Dr. Chaudhary Abdul Rehman and Rector Prof. Dr. Sumaira Rehman.

This symbolic event reinforced the university's trust in its graduates as mentors, leaders, collaborators, and global ambassadors. Personal tokens of appreciation acknowledged every candidate's commitment to building a stronger Superior.



Mr. Muhammad Tayyab Anwar Rao, President Alumni Association in the middle. On his left side are Ms. Mehreen Akbar Monga, Senior Vice President, Mr. Ahmed Jamal, Vice President whereas Mr. Muhammad Wasif Bhatti, General Secretary, Mr. Arsalan Shaukat, Member International Relations, Mr. Akbar Naeem, Member Public Relations, Mr. Malik Waqar Khokhar, Member Events Management, Mian Aneeb Zaheer, member Media & Publications and Mr. Muhammad Farooq Anwar, Member Finance Secretary



# Made in Superior

## OUR PROUD ALUMNI

At Superior University, we do not just educate, we inspire purpose, shape identity, and empower action. Our alumni are living testaments to the university’s mission of producing socially impactful and globally competitive graduates. From international think tanks and space propulsion labs to design studios and digital powerhouses, their journeys echo one truth: they were made in Superior.



“Superior was where I found my mission.”


**Rizwan Anwar**  
Senior Representative & Focal Person for International Linkages & Youth Development  
Prime Minister’s Youth Programme Pakistan  
M.Phil. Business Administration & Management (2011–2013)





“Superior was my gateway to global tech leadership.”

**Muhammad Sultan Awaisi**  
Oracle Systems Analyst  
Mubadala Petroleum – Dubai  
BCS (2000–2004)





“Superior taught me to question, explore, and contribute.”


**Dr Fahad Khalid**  
Associate Professor  
Guilin University of Electronic Technology – China  
MS Business Administration (2010–2012)





“At Superior, I learned to lead with precision.”

**Ahsan Kamal**  
B.S Electrical Engineering (2016–2020)





“At Superior, I learned to dream beyond the skies.”

**Asad Ullah**  
Senior Engineer – Spacecraft & Rocket Propulsion  
Rolls Royce UK – United Kingdom  
BS Aviation Management (2016–2020)





“Superior was where my design identity was born.”

**Waqar UI Islam**  
BS Interior Design (2017–2021)





“I left Superior with a degree, and a vision to transform industries.”


**Syed Murad Ali**  
Solutions Director – Digital Industries  
Huawei Technologies – Saudi Arabia  
BS Telecommunications (2004–2008)





“My training at Superior Gold Campus has opened the ways for me in International Market.”

**Muhammad Kamran**  
IT Specialist  
TESLA - Germany - BSCS





“I left Superior with a degree, and a vision to transform industries.”

**Syed Arslan Ahmed**  
Senior Broadcast Engineer  
MBC Group – UAE  
B.Sc. Electrical Engineering (2010–2014)

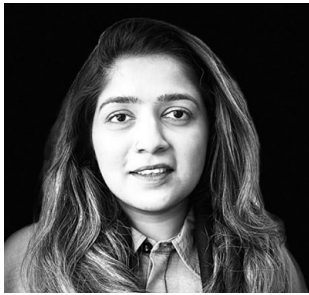




“Superior has sharpened my selling skills for Global Market”

**Imran Ali**  
Managing Partner  
Billyard Insurance Group Canada  
BBA





“Superior was where my design identity was born.”

**Tooba Anwar**  
Interior Designer  
RH Outlet – UK (American Furniture rand)  
BS Interior Design (2017–2021)





“Learning from the teachers I have opted for a noble profession for teaching.”

**Dr. Fakhar Shahzad**  
Associate Professor  
Jiangsu University, China  
M.Phil. in Business Administration





# Our Alumni's Presece ACROSS THE GLOBE

Superior University's alumni network is a growing symbol of our global influence, with over 56,000 graduates making meaningful contributions in 30+ countries across six continents. From the innovation hubs of the United States, Canada, and the United Kingdom to emerging markets in the Middle East, Africa, and Southeast Asia, our alumni are driving impact across industries, sectors, and borders.

They are not only ambassadors of academic excellence but also torchbearers of our core values—character, competence, and civic responsibility. This wide-reaching presence underscores the strength of our educational model and the universal relevance of the 100+ academic programs we offer. Our graduates continue to elevate the university's reputation globally, forging professional paths in top-tier organizations, launching entrepreneurial ventures, and shaping communities with purpose and distinction.



Total Alumni

**56,000**

Alumni Serving Abroad

**over 1000**

**36** Countries

**89.5%**  
Intrapreneurs

**10.5%**  
Entrepreneurs

Sector Wise  
Distribution of  
Superior Alumni

Healthcare & Education

**24%**

Technology & Innovation

**32%**

Industrial & Manufacturing

**14%**

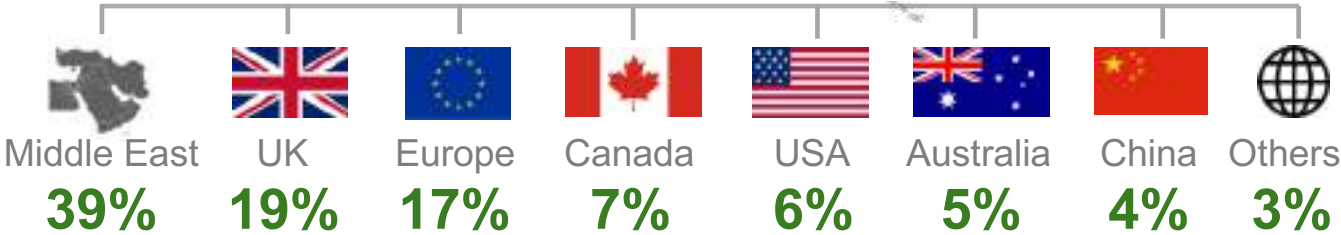
Services & Infrastructure

**24%**

Hospitality & Mobility

**6%**

## Alumni Across the Globe





# Our Strategic Vision for 2023-2028



## Redefining the Role of a University: From Adaptation to Leadership

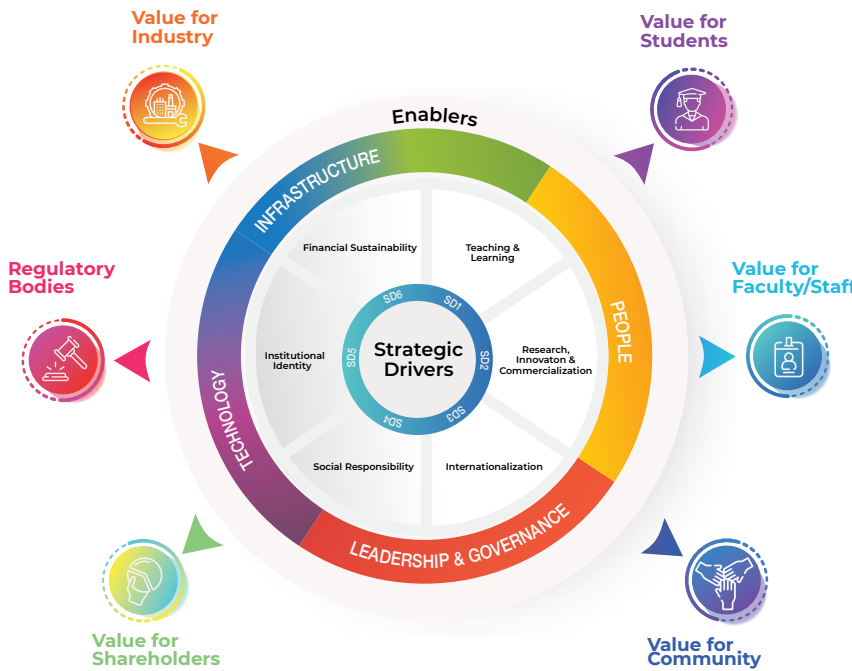
In 2023, Superior University launched a bold transformation in response to a rapidly changing world. As the 4th Industrial Revolution reshaped education, technology, and society, Superior chose not to react passively, but to lead proactively.

“We saw change coming, and decided not to brace for it, but to lead it.”  
-Rector, Superior University

This conviction gave birth to the Soar to Roar Strategic Plan 2023–2028, a five-year roadmap aimed at reimagining the University as Pakistan’s leading research institution by 2028 and its most entrepreneurial, tech-enabled, and socially responsible university by 2032.

The plan is anchored in six Strategic Drivers and four Enablers

Teaching and Learning | Research Innovation and Commercialization | Internationalization | Social Responsibility | Institutional Identity | Financial Sustainability | People | Technology | Infrastructure | Governance and Leadership.



### A Vision for Tomorrow

Fast forward to 2032. A transformed Superior University stands as a beacon of impact, where innovation meets purpose. Smart classrooms personalize every student’s learning experience. AI enabled systems manage assessments, mentoring, and campus operations. Entrepreneurship thrives in on-campus incubators. Digitized labs and hybrid learning hubs extend knowledge beyond borders. In climate research centers and civic innovation labs, student-led discoveries reshape local communities and global partnerships. This is not a distant dream, it is a lived reality we are crafting, where every learner is empowered to create value and every innovation carries a social purpose.

### Our Institutional Aspirations for 2032

By 2032, Superior University envisions itself as:

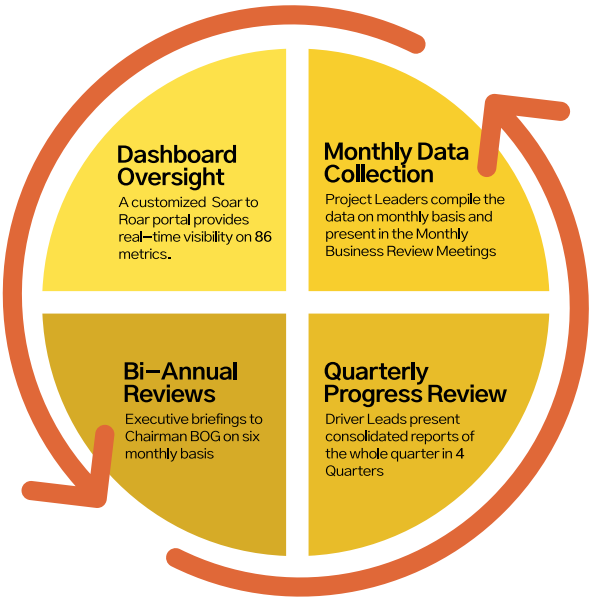
- The University of Student Choice
- The Leading Entrepreneurial University of Pakistan
- A Digitally Enabled, Tech-Driven Institution
- A University with a Global Footprint
- A National Beacon for Civic Engagement
- A Champion of Inclusivity and Access

These aspirations are not just visionary, they are the pillars shaping every decision and defining our institutional soul.

## Journey travelled so far: Two Years Progress

Strategic Area	Key Goals	Progress
Teaching & Learning	Enrich programs, foster partnerships, build lifelong learning	90%
Research & Commercialization	Strengthen research quality, scale innovation, build support infrastructure	88%
Internationalization	Expand talent mobility, global alliances, and academic exchanges	87%
Social Responsibility	Deepen SDG commitment, grow community partnerships	92%
Institutional Identity	Secure accreditations, elevate academic rankings	85%
Financial Sustainability	Diversify revenue, implement smart budgeting models	89%
People (Enabler)	Build high-performing, inclusive teams aligned with values	86%
Technology (Enabler)	Launch AI dashboards, automate operations	87%
Infrastructure (Enabler)	Build smart, green, and adaptive facilities	89%
Governance & Leadership (Enabler)	Digitize systems, embed agile oversight	87%
Overall Two years Progress		88%

## Data-Informed Monitoring and Governance



## SUPERIOR UNIVERSITY ENVISIONS TO BECOME THE LEADING UNIVERSITY OF PAKISTAN BY 2028 .

### What Enabled This Transformation





# Superior Wellness Pavilion

## Where Well-being Begins Success

The Superior Wellness Pavilion, introduced in 2025, stands as a symbol of our dedication to holistic student development. With cutting-edge facilities for fitness, martial arts, counselling, and recreation etc, this initiative integrates well being into our academic culture, reinforcing that student success is not just academic, it is personal and profound.



### A Space Designed for Student Flourishing

The Superior Wellness Pavilion is more than just a physical space, it is a transformative environment designed to nurture the whole student. In a time when young people face increasing levels of stress, anxiety, and disconnection, the Pavilion serves as a proactive response to these challenges. It offers daily access to essential services that promote mental clarity, physical fitness, and emotional strength. From counselling and recreation to mindfulness and movement, it provides a sanctuary where students can restore their energy, rebuild their confidence, and reconnect with purpose. At its core, the Pavilion embodies our belief that success is not merely academic, it is holistic, human, and deeply personal.



Inauguration of Wellness Pavillion by Prof. Dr. Mustafa Aydın Founder of Aydin University Istanbul, Turkeyie



Game of Archery

### It is a Campus Landmark, A Community Commitment

The Pavilion is not a stand-alone initiative, it is an anchor of our broader mission to shape a generation that values wellness, character, and contribution. It reflects our long-term vision of education that uplifts the mind, body, and spirit, nurturing graduates who are not just skilled, but centered and self-aware.



International Standard Outdoor Basketball Court



Table Tennis Arena

# Launch of Superior Agrivet Research Park



# Where Innovation Takes Root and Future is Cultivated

In 2025, Superior University marked a transformative milestone with the launch of the Superior Agrivet Research Park; an innovation ecosystem established under the Faculty of Agriculture and Veterinary Sciences. Designed as a cross-disciplinary hub, the Park brings together diverse faculties including life sciences, engineering, business, and IT to collaborate, experiment and scale research with real world impact.

This flagship facility redefines applied research by embedding it within a living, working landscape. **It is not merely a research site, it is a purpose built ecosystem for innovation, agri-tech incubation, sustainability, and inclusive development.** The Park is poised to serve as a national model of how academia and industry can co-create solutions for agricultural resilience, food security, and economic empowerment.

**59 Acre**  
Land

**285 M**  
Project Cost



Farm Experience



Food Security



Cattle Fattening



Horse Riding Experience



Crop Farming



# Launch of Prime Minister's Youth Development Centre



## Empowering Pakistan's Youth Enabling the Nation's Future

In collaboration with the Government of Pakistan, Superior University proudly launched the Prime Minister's Youth Development Centre, a bold step toward equipping the nation's youth with the skills, confidence, and opportunities needed to thrive in a fast-changing world.

Officially inaugurated by Rana Mashhood Ahmad Khan, Chairman of the Prime Minister's Youth Programme, the Centre at Superior University Lahore serves as a national model for youth empowerment. It is a platform where ambition meets training, and where potential is transformed into practical capability.

The Centre is dedicated to empowering young people by bridging the gap between education and employability. It fosters entrepreneurship, innovation, job readiness, and social mobility through targeted development programs.

## Functions of the Prime Minister's Youth Development Centre

- Provide training and development programs in line with industry trends
- Equip 500 youth annually with high demand, employable skills
- Support the establishment of 100 startups and entrepreneurial ventures
- Facilitate job placement for 75% of participants within the first year
- Develop strategic partnerships with industry leaders to ensure the long term success and sustainability of programs

With a special focus on underserved and underrepresented communities, the initiative reflects Superior University's larger commitment to inclusive national progress.



Rana Mashhood Ahmad Khan, Chairman Prime Minister's Youth Programme and Prof. Dr. Shahid Munir, Chairman, Punjab Higher Education Commission at Youth Development Center of the University

# Bridging Skills and Opportunities through NAVTTC Funded Short Courses



In a rapidly evolving economy driven by technological disruption and shifting industry demands, Superior University responded to the national imperative for **skill based education** by launching short term, market aligned programs in partnership with the **National Vocational and Technical Training Commission (NAVTTTC)**.

This initiative, housed within **Superior University's under Prime Minister's Youth Development Centre**, serves as a gateway to practical learning and employment readiness. The Centre is designed to empower youth with the tools they need to succeed, whether through job placement, entrepreneurship, or further education.

## Our Aim: Practical Skills for a Transforming Economy

NAVTTTC funded short courses offer a strategic pathway for graduates and learners to gain job-ready skills that are aligned with industry needs and future employment landscapes. The program enhances professional competence, self-employment potential, and **economic participation**, particularly for underserved communities.

## Key Offerings of the Centre

**Market Relevant Courses**  
Training modules designed in alignment with national priorities and sector-specific demands.

**Expert Faculty and Industry Trainers**  
Practitioners with real world experience deliver immersive learning through roleplays, simulations, business cases, and hands on projects.

**Modern Infrastructure**  
Smart classrooms, digital labs, and learning studios ensure an optimal environment for experiential learning.

**Career Empowerment Services**  
Comprehensive career coaching, resume building, interview preparation, and freelancing modules support student placement and self growth.

**Entrepreneurial Enablement**  
Courses tailored for startups, freelancers, and self employed professionals in digital sectors.

**Certification and Placement**  
NAVTTTC-certified credentials are supported by placement assistance through industry linkages and Superior's alumni network.

## Indicator Achievements

Disciplines/ Trades	07
Courses Offered	04
Total Seats	200
Industry Trainers/ Mentors	33

This initiative strengthens Superior's growing role as a national leader in inclusive skills ecosystems, empowering learners from all backgrounds to become agents of economic resilience, innovation, and social uplift.

**"We unlock potential through accessible, skill-focused education, where excellence meets opportunity."**



# Launch of Skinnovation

## Where Skill Meets Self-Care



Superior University proudly launched Skinnovation, an integrated aesthetics clinic and training centre that blends professional cosmetic services with industry aligned education. Designed to empower students and serve the university community, Skinnovation is a dual-purpose initiative offering hands-on learning in aesthetic medicine and high quality skincare treatments at accessible rates.

Built on the philosophy of learning by doing, Skinnovation allows students to train in real clinical environments, guided by certified experts. From advanced facials to laser therapies and regenerative treatments, the centre prepares students for global certifications and high-demand roles in wellness clinics, hospitals, and entrepreneurial ventures.

This innovative launch aligns with Superior's vision of embedding real-world skill development into academic life, promoting wellness, employability, and enterprise, all under one roof.



- ### Certification Programs
- **Advanced Aesthetics Certification (2 weeks)**
  - **Diploma in Aesthetic Medicine (3 months)**
  - **Aesthetic Mastery Certification (1 month)**
  - **Hands on Masterclass in Regenerative Medicine (15 days)**

# Our Future Initiatives

## Superior Online: Expanding Accesss through online modes of learning

The Superior Online Project showcases our commitment to innovative education through cutting edge technology. Aligning with the Higher Education Commission's policy and the Superior University Act, we're pioneering virtual, on campus, and online learning. Our proactive approach establishes the necessary infrastructure, setting new standards in virtual education and empowering learners for the digital age.

Improving Access  
Aiming at Quality  
Education

## Establishment of Sub Campus in Islamabad

Establishing a new university in Islamabad reflects our commitment to academic excellence and nation building. As Pakistan's hub, Islamabad is ideal for a flagship institution advancing knowledge and innovation. This university will attract top talent, foster groundbreaking research and entrepreneurship, and drive progress and prosperity for generations.

## Launch of the Superior Tower Embracing Digital Future

Superior University plans to establish the Superior Tower, a PKR 3 billion state of the art vertical campus in Lahore, to drive innovation, digital transformation, and multidisciplinary learning. Spanning 45,000 sq ft across 12 stories with additional basements and ground levels, it will house five major faculties including Engineering, IT, Business, Art & Design, and Media Studies. The Tower will feature smart classrooms, a modern digital library, research centers, incubators, and innovation labs. Designed as a hub for emerging fields like AI and data science, it will strengthen Superior's academic excellence and national presence in technology driven higher education.

## Advancing Healthcare Frontiers: New Nursing, Pharmacy Colleges and College of Veterinary Sciences

Superior University is establishing Azra Naheed Nursing Colleges in Lahore, Sargodha, Faisalabad, and Rahim Yar Khan, along with Pharmacy Colleges in Sargodha and Faisalabad, to address the critical shortage of trained healthcare professionals in Pakistan. Moreover we are planning to establish College of Veterinary Sciences for program in Animal Husbandry and DVM. These institutions will offer quality, ethically driven education, expanding access to professional healthcare training and strengthening public health capacity in emerging regions.

## Global Expansion: Establishing Offshore Campuses

Expanding our footprint globally, the initiative to establish offshore campuses marks a significant step towards realizing our vision of becoming a global educational powerhouse. With strategic locations spanning **Europe, Canada, Central Asian States, and Muslim Countries of Africa**, we aim to transcend geographical boundaries and foster a vibrant international community of learners and scholars. These offshore campuses will serve as beacons of academic excellence, promoting cross cultural dialogue, and collaborative research. By forging partnerships with institutions and stakeholders worldwide, we are poised to make a lasting impact on the global stage, enriching the educational experience and advancing knowledge for the betterment of society.



# SUPERIOR is the Only UNIVERSITY from PAKISTAN



featured in  
**United Nations**  
Academic Impact

For Implementing Best Practices of  
**SDGs** in Higher Education



**SUPERIOR  
UNIVERSITY**

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Times Higher Education  
**Impact Rankings 2025**

AMONG WORLD'S TOP  
**101–200**  
in Quality of Education  
Out of 2526 Universities  
from 130 countries

Overall Rank Among the  
**World's TOP**  
**301–400**

Among the  
**TOP–5**  
Universities  
of Pakistan