











Ranked among Top 200 Universities of the World

Ranked among Top 100



Ranked among Top 200 Universities of the World



OVERALL RANK **301-400**

RANKED NO. 1

PRIVATE SECTOR UNIVERSITY IN PAKISTAN

AMONG THE

TOP 10 UNIVERSITIES

IN THE SUBCONTINENT



OUR INSPIRATION



اورانسان کے لیے وہی کچھ ہے جس کی وہ کوشش کرتا ہے

Man gets whatever he strives for!

(Surah Najam: Verse:39)

FOREWORD

In a strategic workshop conducted by our visionary leader Prof. Dr. Chaudhry Abdul Rehman in 2017, we crafted vision, mission, and values and devised way forward for Superior University. Motivated by the aspiration to make social and economic impact, we wowed to set new standards in the realms of teaching, research and innovation and become number one university of Pakistan in a period of five years. It was indeed an ambitious goal, and we were well aware that a lot of hard work and dedication would be needed to achieve the mark. So the journey got started with a resolve to make contribution towards a better Pakistan, a commitment to leave no stone unturned for materializing the dream, and trust that we can achieve what we are striving for. We were tested with myriad expected and unprecedented challenges like Covid 19 during this period, but our pledge to the ambition of becoming leading university of Pakistan remained unabated and glory to the God we did achieve rank of number one private sector university of Pakistan in Times Higher Education Impact Ranking 2022.

Annual report 2022 is a snapshot of the efforts we undertook in the last year for making this dream come true. Building on the legacy and achievements of the last years, a lot of refinement has been made and a number of new initiatives have been undertaken in this year. We brought further improvements in our flagship programs like ETTP, 3U1M, SEP, and freshman workshops. Numerous achievements have been made on the fronts of student success, faculty development, internationalization, student engagement and empowerment, and strengthening our entrepreneurial ecosystem.

As we look forward to the future, we reckon that securing top position among Pakistani universities is just a beginning. While cherishing our achievements we must remain cognizant to the challenges, opportunities and responsibilities ahead of us. Though substantial preparatory work has been done for fostering a culture of applied research and commercialization in this year, we need to pull our sleeves for succeeding our next milestone: being number one research university of the country. Our Eyes High Research Strategy, strategic alliances, inception of Superior Foundation for Research and Development, and reinvigoration of ORIC will be the impetus of our research agenda. Another priority for the next year will be further improving on implementation of Outcome Based Education across all faculties and disciplines in the university.

The guidance from our mentors and outpouring support from faculty, staff, students, alumni, and partner organizations have been instrumental in what we have achieved. With this support and blessings of Almighty, we will remain steadfast as a team, work relentlessly, and take Superior University to the next frontiers.

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DEDICATION

THE SOUL OF SUPERIOR SUCCESS

This journey of our success is dedicated to an icon of transforming minds with his character, charisma and confidence. He has the power to capitalising on opportunities and providing practical solutions for a Superior Pakistan. A teacher, trainer, coach, mentor and a serial entrepreneur who has changed many ideologies and created a positive impact on the lives of many. His love for Pakistan goes beyond imagination. His mantra of success is Passion, Hardwork. Honesty, Dedication and a commitment to develop his team into Superior Leaders. His belief in Allah and himself makes him an adorable personality loved by all. Thank you Professor Dr. Ch. Abdul Rehman for being the Soul of Our Success.



Leading with a Vision

My deep gratitude to Almighty Allah and congratulations to my amazing team on Superior University's phenomenal ranking among the world's top 300 to 400 universities, among the league of top ten in the region, and the No.1 position among private sector universities of Pakistan, declared by the most prestigious global ranking 'Times Higher Education Impact Ranking 2022'.

I feel overwhelmed with this global recognition of our dedication towards making an economic and social impact through higher education. Over the last five years, Superior University's activities have been focused on five SDGs, including No Poverty (SDG1), Good Health and Wellbeing (SDG 3), Quality Education (SDG 4), Gender Equality (SDG 5), and Partnerships for the Goals (SDG 17). We stood 43rd in the world in No Poverty goal and secured a position among top 200 universities of the world in Quality of Education as well as Gender Equality goals. By the grace of Almighty Allah, our vision of facilitation, aligned with the UN-SDGs, geared us to contribute in more systematic and far-reaching impact areas by empowering youth and developing sustainable communities through collaborations. Ever since my joining as the Rector of Superior University, I have ever been keenly focused on student success by developing an entrepreneurial mindset through our creative and innovative ecosystem, Entrepreneurial Teaching & Training Program (ETTP), Social Entrepreneurship Program (SEP), and the most distinctive 3U1M Program (3 years in university and 1 year in market) that ensures employability of our graduates through academic excellence and experiential learning. Furthermore, in our quest for research excellence, we are creating impactful applied research that can be commercialized



through technology transfer strategies. Today, I take pride in the fact that my team at Superior has immense power to turntables and create a place among the world's top universities. From uplifting the self-esteem of our students to changing mindsets, our ideology of economically Superior Pakistan is now becoming a reality by preparing job creators instead of job seekers. THE Impact Ranking certifies the power of our initiatives taken so far, and sets even higher benchmarks for us to exceed expectations through Quality education, entrepreneurial ventures, IT excellence, new degree programs, and enhanced international associations as the most focused areas for the coming years. May Allah Almighty help us in achieving our aim of an academic and economically Superior Pakistan.

Dr. Sumaira Rehman

Rector Superior University Lahore

Member Accreditation Committee Government of Punjab

Member PHEC (Punjab Higher Education Commission)

Vice President PDTRC (Pakistan Drugs Testing and Research Centre

Member Board of Director PIEDMC (Pakistan Industrial Estates Development and Management

Company - A Company of Government of Punjab)

Director CMACED (Chaudhry Muhammad Akram Centre for Entrepreneurship Development)



This year we have made a comprehensive research strategy which will bear fruit in the coming years.

Educating the mind with heart has always been an essence of our academic excellence developed through creativity, agility, teamwork and imagination. In 2021, when the world was fighting against pandemic, Superior adapted to the change and motivated its faculty, students and administration to strengthen their skill set and embed technology in their teaching and learning. On the front of research, faculty was motivated and supported in publication of their research in the Top Ranked Journals. This year we have made a comprehensive research strategy which will bear fruit in the coming years. Our research conferences, colloquium, and workshops are enabling our faculty and students to ponder upon new dimensions of theory and practice and make a difference with

their knowledge contributions. It is normally said that action speaks louder than words and at Superior we make sure that our actions inspire others and they follow our footprints. Last year we were crowned as emerging brand of the year and this year we have become the No. 1 private sector university in Pakistan according to The Times Higher Education Impact Ranking 2022. This recognition is an example of how we worked during last year and have envisioned ourselves for 2025 where we will be among top research universities of the world.

Prof. Dr. Muhammad Nizamuddin

Pro-Rector Superior University Lahore Ex-Chairman PHEC (Punjab Higher Education Commission) Former Vice Chancellor University of Gujrat Sitara-e-Imtiaz Govt. of Pakistan

Our Ethos Which Differentiates US

VISION

To be 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 which ensures success in their lives and careers. We believe in developing emotionally intelligent 'Superheroes' who can create social and economic impact through entrepreneurial mindset to build a Superior Pakistan.

VALUES

- Student Success
- Team Work
- Excellence
- Agility
- Innovation
- Fairness



Our dynamic

Leadership and the Amazing Team which made it happen

We proudly present our dynamic leadership and an amazing team which believes in delivering the promise. The Superior Group is led by a visionary who transforms people into human capital. He has been leading passionately to develop a Superior Pakistan. The University is being led by a true visionary catalyst who believes in student success, building a team of professionals, turning tables, and creating social and economic impact. The team is a true reflection of its leadership, having a commitment to make a difference.

























Admin Division









































301 - 400 Times Higher Education Impact Ranking



20000 +Students



13 Faculties



160 Academic Programs



Student Employability Ratio



860 Academic Staff



Non-Academic Staff



160 International Academic Collaborations



Industry Partners



35,000 Alumni



PKR 309 Million Academic Scholarships Awarded





NOC Awarded to Start Postgraduate Programs



PKR 20 Million Invested to Improve Medical Infrastructure



PKR 135 Million Invested on Infrastructural Developments



Programs Launched

PKR 6.3 Million & 300,000+ hrs. Spent on Community Development

Our Unique

Teaching Learning Ecosystem

The powerhouse for enabling and empowering future leaders

We are a university that aims to empower our students by developing them not only academically but also professionally. We believe in action learning and outcome based education. We have developed the most indigenous and comprehensive experiential learning ecosystem to equip our students with 21st Century skills. Providing education with professional ethos, we are not a factory of the unemployed but a hub of skilled and insightful future leaders in making!

We believe in enabling our youth through the cycle of 'thinking-acting-experiencing-reflecting' so they can critically analyze, conceptualize, create new knowledge through research, and perform competitively in their professions. This comprehensive teaching approach includes classroom learning under the guidance of seasoned teachers and hands-on practice to learn implementation of each theory being taught. To ensure student success, each faculty and department is empowered with state-of-the-art in-house laboratories, centers of excellence, and our Strategic Business Units which work closely with the University for providing industry insights to our teaching staff and an opportunity of experiential learning to our students.



Our mission to improve

Access to Higher Education

Superior University has given scholarships worth PKR 309 million in line with its mission of promoting inclusivity through higher access to education. Our revised scholarship policy has 17 categories, including merit-based, Rector's Women Empowerment Initiative, Dean's PhD Scholarship, Outstanding Sportsmen, Extracurricular Talent, and many more unique scholarships. We undertake all possible efforts for due diligence and fairness in the award of these scholarships.

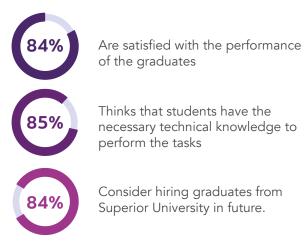
A big number of 20,000 students enrolled with Superior manifests that our efforts and support through scholarships have created greater access to higher education. These students are an average age of 22 to 24 years, with a better gender parity of 65% male and 35% female students. An enormous student success rate is evident from the fact that nearly 50% of our graduates got employed prior to their degree completion.

According to 'Employer Satisfaction Survey 2021', 84% of employers having Superior graduates are satisfied with their performance; 85% of the employers comment that Superior graduates possess all necessary technical knowledge to perform official tasks; another 84% of employers from reputed companies consider hiring graduates from Superior University.

Now, being recognized as the number one private sector university in Pakistan, we feel responsible for developing educated, well-rounded, professionally sound, and emotionally intelligent youth for sustainable communities. To create such a progressive, and sustainable society, we are determined to eliminate educational disparities in any possible way for which we are opening two more university campuses in the cities of Sargodha and Okara.

Statistics of our students 20000 309 Million

What employers say about our students:



Employer Satisfaction Survey 2021

Our Faculty has an average of:

O Years **Years** Professional Teaching experience Experience

Improving Students Experience through Infrastructure Development

A university learning environment must be ambiance for the teachers and the students is the primary responsibility of any educational and a greater success rate to the learning process. We have established a deep focus which is the foremost agenda and focus of Development Goals.

Upgradation of Experiential Learning Facilities

(CS&IT) and a spin-off Company Integrated Business Solutions (IBS) serve as the seating capacity of 60 to 80 students in each; a separate Lab comprised of 31 Computers 12 GB Graphic Card,1HDD, 256 GB SSD and 24/7 internet connectivity. A network of over 2500 nodes has been made available in all the buildings of the University including 24/7 internet connectivity. A bandwidth of the LMS needs of our students. PKR 46 Million have been spent on 50 laptops for at University and Gold campus, upgradation of IT labs, new multimedia and graphic design lab (30 X GPUs), data center up-gradation, CCTV cameras, and multimedia.

Along with the already operational practical learning opportunities for 13 faculties including Medical, Dental, CS&IT, Allied Health Sciences, Physical and Basic Sciences and Engineering, etc. we have further for Art and Design, Textile, Graphic Design, and Eagle Workshop for training of Aviation Engineering

35 Million has been spent on Culinary Kitchen, Dying Workshop for the School of Art and Design, revamping of the playground, creative spaces, and improvement of offices and departmental spaces for the faculty members.

journals is available in addition to individual Libraries at Gold Campus and City Campuses. Another PKR 12.6 Million has been dedicated to enriching these library resources including PERN Connectivity (Per annum cost has been added), Scopus Subscription, International and Local Journals, and more Books. PKR 19 Million were sanctioned for the participation of University players in national and local games of nights, PKR 18 Million were invested in Cafeccino, Doctors' Café, Food stalls, Daycare Centre.



Figure 1: Investment on Superior Information Resource Centre



Figure 2: Investment on Infrastructural Developments































Enabling & Empowering youth to create Social & Economic **Impact**

3U1M is an experiential learning framework focused on ensuring Student Success by producing 21st Century Market ready graduates. This revolutionary framework includes three years of study at the university and one year of marketintensive practical exposure in the industry.

Through Superior's comprehensive teaching and industrial training program, the students learn and develop the necessary professional skills that guarantee employability. To fulfill this agenda, Superior Mentorship Program 2021 was introduced to continuously upgrade the marketbased skill set that must enable and empower the youth with real-time professional competence in the industry practices to guarantee career success.

The 3U1M Program is designed to focus on students' overall development so that their IQ & EQ ameliorate simultaneously along with the cultivation of life management skills through life-changing modules. From the exclusive Freshman Semester to the three streams during the final market intensive year, 3U1M ensures students' market readiness and professional excellence guided by the conducive entrepreneurial environment at the university. Under the OutcomeBased Education framework, learning outcomes in each semester are pre-set to accentuate the learning experience while its efficacy is gauged on the Project-Based Learning framework where Superior's students exhibit and internalize the attributes of 21stcentury graduates employing hands-on, experiential learning.

In the third year of PBL on 'Entrepreneurship and Innovation' students get trained in social action programs for community service under Social Entrepreneurship Program (SEP) and Entrepreneurial Teaching & Training Program (ETTP). The projects under SEP have been applauded for making a huge impact on society by helping underprivileged communities. This passion for social help is raising our future generation with a spirit of helping humanity and contributing to better communities.

Thus, it is believed that the entire 3U1M Program enables the youth to become the masters of their destiny by offering the right blend of knowledge, skills, and attitude in accordance with their individual aptitudes.

3U1N

Our Distinctive, Innovative, **Experiential Learning Framework**

Year 2 - Exploration | PBL 2 In year 2 students explore the emerging concepts of the relevant industry and gain experiential learning through Project based learning Level 2 Freshman Program A rigorous on-boarding program for a smooth transition to university education through IQ & EQ Accelerators preparing students for entering university life.









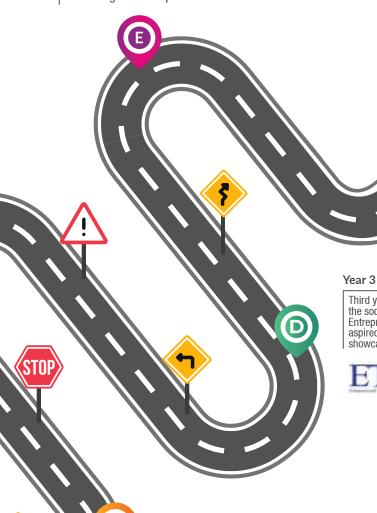
Scaleup: to uplift your family business by getting trained at our accelerator "ScaleupPk"

Startup: to become a successful

Design Challenge: to become a valuable resource for corporate world by solving a real-time industry problem following **Design Thinking** aproach

1M-Market Intensive Year

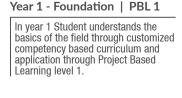
For the final Market Intensive Year "1M" (one year in the market), we have designed three indigenous specialization streams i.e., Startup, Scaleup, Design Challenge so our students may choose any track according to their aptitude.



Year 3 - Innovation & Entrepreneurship | PBL 3

Third year is of innovation and entrepreneurship, students will experience the social entrepreneurship through social action projects under Social Entrepreneurship Program (SEP) and entrepreneurial exposition of new ideas aspired by Entrepreneurship Teaching and Training Program (ETTP) which gets showcased on Superior Entrepreneurial Expo.











3U1M is hallmark feature of academic excellence at Superior University. It is an experiential learning framework focused on ensuring Student Success: one of the core values of Superior University. This revolutionary framework includes three years of study at the university and one year of market intensive practical exposure in the industry. This indigenous and comprehensive learning methodology is central tenet of our education quality, which according to the Times Higher Education Imapact Ranking 2022 features Superior University among Top 200 Universities of the World.

3 Years in **University**

The first three years of student journey builds academic acumen, sense of community development, entrepreneurial orientation and 21st century skills among students. Cornerstones of these three years of learning experience are (1) curriculum designed on the Outcome-Based Education (2) Freshman Program, (3) Project Based Learning, (4) Social Entrepreneurship Program, and (5) Entrepreneurship Teaching and Training Program.

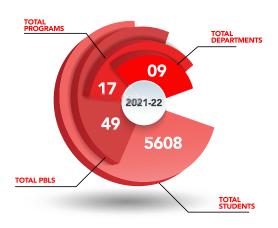


Figure 3: Impact of 3U 2021-22

Departments Programs Industrial **Employment**

Ratio

Figure 4: Impact of 1M 2021-22

Collaborators



1M Streams

Startup Stream Powered by ID92

Startup Stream is meant for the students who are ambitious to start their own business. These students are enrolled with our state-of-the-art incubation center - ID92 - where our dedicated coaches convert their entrepreneurial zeal into successful startups. The students are provided mentoring and handholding throughout the process of ideation to commercialization of the ventures. The support includes mentoring, meeting with relevant industry experts, co-working space, linkages with potential investors, and facilitation in business registration and fulfilling other legal obligations.

Market Intensive Year

The final year - 1M - is the market intensive year where the students put their learning and experience of the past three years to good use. The students are offered three indigenous specialization streams. Startup and Scaleup streams offer a challenge that is entrepreneurial in nature while the Design Challenge stream requires a solution-oriented approach and analytical mindset. The 1M Program enables the youth to become the masters of their destiny by offering the right blend of knowledge, skills, and attitude in accordance with their individual aptitudes.

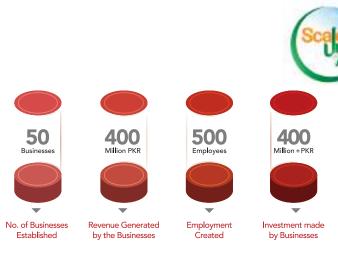


Figure 5: Impact of Startup & Scaleup Stream 2021-22

Scaleup Stream Powered by Scaleup PK

Scaleup stream caters to the students who already have a family business and wish to take it to next frontiers. The stream is powered by our accelerator - Scaleup.PK - which lends critical support to expand an existing venture by employing innovative ideas, one-on-one mentorship, technological solutions, expansion strategies, and investor liaison. An experienced team of industry experts guides the students to initiate research-backed foundational adjustments in the existing business to facilitate its growth and efficiency.



Snapshot of our Commercial Startups



Design Challenge Powered by **Superior Employability Center**

Design Challenge stream is for the students who envision their career as valuable employees of the national and international organizations. The stream is administered in collaboration with Superior Employability Center (SEC). Under this stream, students are placed in various organizations for a period of 6 months, where they identify a pressing problem for the host organization and work with the management of the organization to find an admissible solution for it. Resultantly, the students get familiar with the corporate culture and learn complex problem handling skill which ultimately ensures their employability before the completion of their degrees. SEC also arranges mock interviews, professional grooming workshops, and recruitment drives for our students.



With average salary of 40K

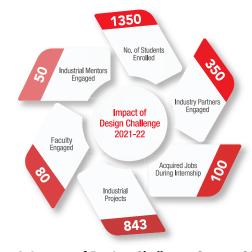


Figure 6: Impact of Design Challenge Stream 2021-22



Figure7: Impact of Superior Employability Centre 2021-22

Nurturing Life Management Skills Through Our Freshman **Program**

Students start their Superhero journey with clarity of purpose by understanding the WHY, and HOW of their future goals.

Freshman Program

Our recipe for students' success- 3U1M begins with the 'Freshman Program' as a door opener to our students' Superior life journey. We welcome our students in the friendly environment of this program by teaching them life management skills so they may develop Superior students' attributes in the beginning of their university life.

Freshman program is an by Office initiative run Engagement Communications - OEC. This helps our students to get to know their own personality

attributes and learn to align with their future goals. We develop soft skills and life management skills in our students with a keen focus on building the qualities of leadership, team building, higher self-recognition, clarity for future direction, emotional intelligence, entrepreneurial insights, and civic mindedness. In the bid to gear our superheroes' university journey, Freshman Program onboarded 3571 students in the year 2021-22. The extensive program was

run by 94 trainers who delivered 224 trainings, trained another 151 faculty members, covered 17 modules, and initiated 100 community projects.



Figure 8: Impact of Freshman Program 2021-22

Life Management **Skills**

Emotional Intelligence

gives an ability to understand and manage the emotional and humane side of one's ownself and others.

Entrepreneurial Mindset in Action transforms young mind to be a job creator.

Leadership and Teamwork enables to know, show and go the way.

Design Thinking

makes them a human-centered problem solver.

Art of Communication

gives them the confidence to speak their heart and mind clearly to engage others.

Brand Yourself

helps to find and define a new self.

Building Social Capital augments students' networking skills.

Time and Stress Management gives a better control over time to protect from the anxiety of workload.

Developing Socially Responsible Youth

empowers youth to undertake community development initiatives for serving the community.

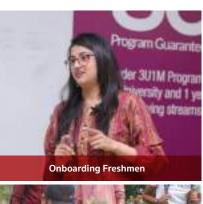
Dynamics of Semester System highlights the nuts and bolts of the whole academic journey

IQ Accelerator

helps them envision their academic and professional journey.











Cultivating Entrepreneurial Mindset



There are hardly two opinions that developing Entrepreneurial Mindset for bolstering Small and Medium Enterprises (SMEs) is the key to economic development of Pakistan. Chaudhary Muhammad Akram Center for Entrepreneurship and Development (CMACED) was established with the mission to equip students with the right mindset to become entrepreneurs and job creators rather than job seekers. CMACED provides facilities, access to entrepreneurial network and mentorship to students for nurturing their business ideas and vis-à-vis empowering them to be ready for incubation as soon as they graduate.



















Entrepreneurial Teaching and Training Program

Promotes **Entrepreneurial** Mindset among Youth.

Entrepreneurial Teaching and Training Program (ETTP) is bedrock of entrepreneurial revolution initiated in Superior University in 2017 by the visionary Rector Dr Sumaira Rehman. With a vision to bring a paradigmatic shift from conventional learning to entrepreneurial teaching and practice, ETTP was started in the business school as a pilot project and subsequently replicated at the university level.

Cornerstone of ETTP is Coach Capacity Building Program (CCBP) through which faculty members are provided cutting edge trainings on 'teaching entrepreneurship' so that they could embed entrepreneurship theory and practice in their courses. CCBP dovetails with the second stream under which undergraduate students across university undertake a 3 Credit Hour course in their sixth semester, which is designed on a unique pedagogy. Over the years ETTP has become epicenter of the entrepreneurship education in Superior University. Innovative pedagogies of the program are appended below.



Figure 9: Impact of ETTP 2021-22



Figure 10: Innovative Pedagogies

Super Startup Championship

Superior Entrepreneurial Expo (SEE) Pakistan has set a legacy of thousands of contenders collaborating and competing in the most unconventional way and getting assessed by top businessmen of the country. In the wake of Covid-19, an online mega-event 'Super Startup Championship' was held in which students exhibited their startups, got evaluated by business gurus, and won awards and rewards for their valued projects.



Figure 11: Impact of Super Startup Championship

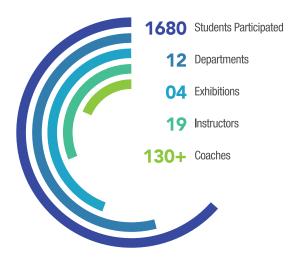


Figure 12: Impact of Poster Exhibition

Superior Maker Festival 2022

Maker Festival is a thrilling experience for young innovators, in which 600 of our students collaboratively exhibited their entrepreneurial ideas. These brilliant business ideas were evaluated by veteran industry experts. The festival comprised of Learning Track (Robotics Workshop, Panel Discussion, Releaf Art, Tech Fest), Startup Zone (Stalls Exhibition), Food Fest and Musical Event.

Poster Exhibition

Poster exhibition is an activity that is held across the faculties under Entrepreneurial Teaching & Training Program (ETTP). Students draw their creative ideas on a poster which gets assessed by judges who identify potential implementation problems and suggest remedial actions. The key objective of organizing such exhibitions is to enhance students' confidence by enabling them to present their business ideas to the world.

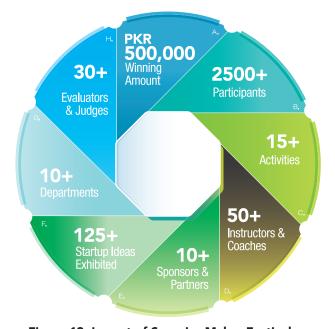


Figure 13: Impact of Superior Maker Festival







CMACED Initiatives



Her Karobar

Gender Equality Through Women Entrepreneurship

'Her Karobar' is a tribute and commitment to empower Pakistan's women. In the year 2021, a professional career development bootcamp with a Mentor Matching activity was organized. The purpose was to develop one-stop-shop providing services such as training from notable entrepreneurs and initial capital of Rs. 1.5 Million. Under another facet of Her Karoboar program "Aao Karobar Seekhain," a Women Entrepreneurship Boot camp was organized in partnership with our Social Entrepreneurship Program and Al-Khidmat Foundation. Among other salient features of the boot camp, technical and soft skills trainings were organized for the participants.



- 1. Women Entrepreneurship Bootcamp
- 2. Technical Skills Courses
- 3. Empower Girls Soft Skills Session
- 4. Professional Career Building Bootcamp
- 5. Mentor Matching Program











Given that building network and partnership is key Sustainable Development Goal, CAMACED keeps on expanding its outreach through synergetic initiatives with government and other stakeholder organizations. This year, a strategic partnership has been forged with National Vocational and Technical Training Commission (NAVTTC) under which CMACED has initiated trainings of Pakistani youth in various emerging areas. These are highly skilled oriented training courses that enable the participants to initiate a promising career in traditional as well as online spheres. Approximately 2500 students applied for 8 NAVTCC courses and 400 were shortlisted. Upon completion of the courses, trainees are awarded internationally recognized certificates, ensuring their global mobility and employability. A funding of PKR 16 Million has been approved by the government for the program.









Developing | Communities Engaging | Youth Promoting Active | Citizenship



Social Entrepreneurship Program

Superior Social Entrepreneurship Program develops citizenship behavior among Pakistani youth, in general, and students of Superior University, in particular. Under the program, we work in collaboration with national and international social enterprises for developing ideology of social entrepreneurship among students, building their capacity through teaching and trainings, and enabling them to undertake interventions for the uplift of their surrounding communities. The program includes 3 credit hours course namely the Active Citizenship Program – powered by the British Council. The courses include teaching, seminars, and a community development project. These projects are done by students in groups in line with UN Sustainable Development Goals 2030. Faculty members engaged in teaching the Active Citizenship Program are certified by the British Council. SEP has played a pivotal role in securing top position in Times Higher Education Impact Ranking 2022.

Our Features:

- Youth Capacity Building Program
- Aligned with United Nations agenda of Sustainable Development Goals (SDG's)
- Self -sustainable Model
- A strong Networking of NGO's/CSO's
- Young, creative and expert team national and international outreach
- First HEI in private sector working with British Council with our featured projects in British Council booklet.





How SEP Works?





Figure 14: Impact of SEP

Al-Falah Scholarship

SEP and the Al-Khidmat Foundation teamed up to extend education right to the students belonging to the underprivileged class. Under the initiative scholarship opportunities are being provided to the students who have potential but lack financial resources to continue their education.



1 Person Person

Mission Essar



Mustung & Quetta in Balochistan Arain, Jia Bagha, Naseerabad, Gujranwala, Sheikhupura, Mian Channu in Punjab Gilgit in Province Gilgit-Baltistan Peshawar, Attock in KPK

OUR ESSAR PARTNERS

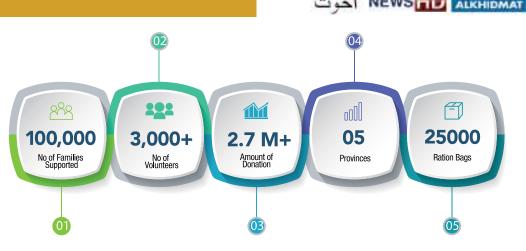


Figure 15: Mission Essar Impact

SEP Initiatives funded by



In persuasion of our vision to contribute towards developing a sustainable community, Superior University has taken another incredible step of launching Superior Foundation for Research and Development (SFRD). It is a registered non-profitable and non-political foundation from the platform of SAEPN Pvt. Limited which will serve Superior University as well as our National and International Non-Governmental and development agencies through knowledge partnerships, provision of financial support, and implementation of joint projects.

Plantation Drive

In collaboration with the Social Entrepreneurship Program, SFRD launched a campaign for the restoration of nature through 'plantation drive'. In line with UN-SD Goal# 15: Life on Land, the campaign resulted in plantation of more than 5000 trees within and outside Superior University.



Winter Drive

SEP, in its dedication to the UN-SD Goal# 10: Reduced Inequalities, partnered with Intersoft Community & Al-Khidmat Foundation to distribute clothes and 1000 blankets among 2000 homeless people.



Medical Camps

Aligned with UN-SD Goal# 3: Good Health & Well Being, more than 200+ medical camps across the country in areas like Gilgit Baltistan, Azad Kashmir, Mardan, Hunza were jointly organized by SFRD and SEP. Medical facilities including blood camps, physical therapy camps, dental camps and health camps were provided to more than 10,000 families free of cost.



Lahore Gets Vaccinated

In accordance with "UN SD Goal #3: Good Health & Well Being", SEP signed an MOU with the Commissioner Office and helped in the Covid-19 vaccination of more than 1 million individuals living in Lahore.

Smile Basket

SFRD and SEP, in accordance with "UNSD Goal- 2: Zero Hunger" distributed more than 1300 ration packages under the initiative of Smile Basket to the underserved with a total cost of around PKR 6 million.



1 Neutron | 1 Neut

Grand Iftaar

Keeping in mind the spirit of connectivity, equality and sharing with fellow beings to revitalize the spirit of Islam and Ramadan, The Superior University's Social Entrepreneurship Program under the umbrella of SFRD partnered with Intersoft Community to organize Grand Iftaar in Superior University which served more than 1000 people. Similarly, Grand Sehr O Iftaar was organized in Al-Khidmat Foundation and Allah Walay Trust which served more than 3000 people.





Her Karobar NSIST

In dedication to the "UN SD Goal# 5: Gender Equality", an exclusive one-day training on entrepreneurship and starting and running small-scale startups was organized for underprivileged women. More than 20 females benefited from this life-changing experience.





Agosh Sheikhupura

To contribute to the "UN SD Goal# 10: Reduced Equalities", SEP and SFRD organized several fun filled, educational and personality development activities for more than 200 orphans living in the Agosh Sheikhupura.







CSR Awards

SEP organized a stall at Corporate Social Responsibility Summit in Islamabad. At least 50 valuable industry experts visited the stall being organized by SEP and showed interest in various areas of community development collaborations.







Improving Research **Excellence through Eyes High Research** Strategy 2025



Figure 16: Research Excellence Framework



Since, our vision is to become leading research university by implementing "Eyes High Research Strategy 2025", this vision has helped us to transform our research governance structure to steer and subsequently yield our mission. To support and implement the system, we crafted an ecosystem fit for nurturing research and complement Superior Impact Fund, Annual Research Week, Faculty Friday, Grad-Digest, Matching Strengths with Opportunities A Research Network Drive and others.

Research Governance

Our Research Governance policies define our system development process by including all stakeholders i.e. students, faculty, and even staff for an aligned and coherent superposition to be a leading research university.

Currently, we have a Board of Advanced Studies and Research or ORIC steering committee, along with another 6 more boards and committees, directly working on the promotion of the research agenda.

Research Performance

Superior University believes in structured growth in every segment of its research arena. We see research as multi-angle function featuring high impact research papers, collaborative project grants, patents, technology transfer & commercialization, quality publishing journals, networking with research-intensive organizations and last but not the least PhDs degree awardees. The achieved numbers reflected during year 2021 in below infographic are speaking for themselves. These high-performance areas are contributing significantly to our aim of becoming leading research university of global repute.

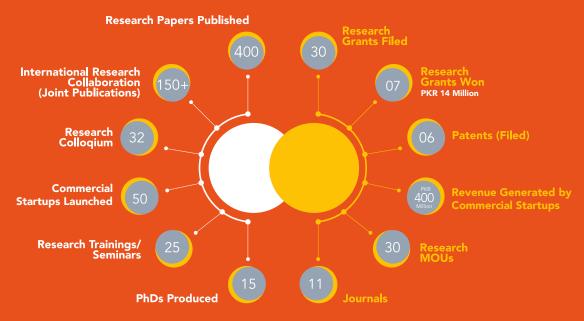


Figure 17: Research Performance 2021

Notable Initiatives

Multidisciplinary Research & Commercialization Wing (MDRCW)

ORIC at Superior University is working on commercialization of research in collaboration with faculties within the framework provided by the Eyes High Strategic plan. However, the functioning of interdisciplinary and multidisciplinary research groups across the University have been further strengthened by creation of a new wing within ORIC called 'Multidisciplinary Research & Commercialization Wing (MDRCW)'. MDRCW is now facilitating more than 42 research groups to execute 32+ projects in 45 labs. The MDRCW will work closely with these groups until complete transfer of developed technologies with proper commercialization.

Seed Funding - Superior Impact Fund (SIF) Worth PKR 50 Million

Superior University has established a dedicated fund for supporting research projects, on competitive merit, for high-quality and promising scientific research that demonstrate strategic relevance and cast impact to the local industry and society. SIF aims to stimulate scientific excellence and the advancement of knowledge by allowing researchers the freedom to formulate by themselves the research concept and method. Researchers from within the University and from selected collaborating organizations may participate in competition for the grants worth more than PKR 50 million per year. The SIF grant will be made to the projects and administered through the ORIC at Superior University.

Research Recognition Award Worth PKR 6 Million

Superior University kept its promise to highlight and recognize contributions of its faculty members through financial means. The leadership acknowledged 140 researchers of all faculties and distributed awards of worth 6 million rupees.









Research Week

Superior University celebrated its first bi-annual Research Week from March 4-9, 2022. The objectives of the week included promotion of research culture, research capacity building, foster collaboration at national level, and appreciate our successful researchers through research rewards and acknowledgement. The week featured 04 knowledge sharing sessions, 03 training sessions, a webinar, 05 seminars, a policy dialogue, and a proposal pitch competition. More than 900 individuals participated in the Research Week, and 140 research awards worth PKR 6 million were distributed among the faculty.













Improved Communication through Faculty Friday & Grad-Digest

Superior University celebrates its faculty for their achievements and let the world know about their research potential, key interest and potential for networking. This enables us to collaborate at individual faculty level for interdisciplinary and multidisciplinary research activities.

We don't leave our post-graduate students out from celebrating research. We communicate and rejoice their accomplishments i.e., synopsis approval, thesis defense, publications, and any recognition award.

How we are improving Research Culture

Superior University has webbed an enabling ecosystem to strengthen research culture within university. As part of the enabling environment, we support our students and faculty members in arranging research events, initiating collaboration avenues, provision of seed funding, recognition of research achievements and commercialization of their intellectual properties (patents, consulting, licensing etc.) through a well governed facilitation set-up. This ecosystem not only benefits internally but also producing good societal and economic impact of the university within community.

Research Journals

Quality journals play an important role in promoting research culture and knowledge exchange among academics. Currently, Superior University publishes 11 journals. To maintain the quality of publications, double blind peer review of all papers is conducted, and the journals are managed through Open Journal System developed by Stanford University, UK.

Strategic Research Themes

Superior University has well-informed research themes that have strong capacity to impact on society and foster knowledge economy in local context with UN Sustainable Development Goals (SDGs).

Based on these themes, our faculties have intelligently targeted their areas of research and responsibility on larger canvas of University's growth in research.

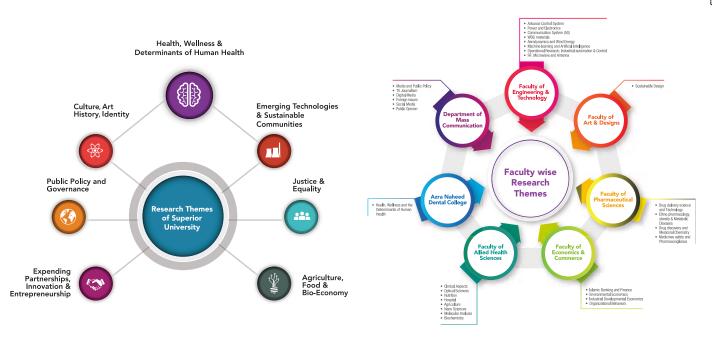


Figure 18: Strategic Research Themes of Superior University

Figure 19: Faculty wise Research Themes

Strategic Research Partnership

Our Research Eco-system facilitate every researcher through provision of latest literature on/off campus, a network of more than 250 research organizations/sectoral collaborators, regular opportunities to interact at research forums e.g., conferences, access to in-house research funding and facilitation to avail/utilize external project support. These MoUs are uniquely designed with 'Matching Strength with Opportunities' approach. Under this approach, Superior University has now collaboration with leading research universities at national level boosting its knowledge-creation profile.



'Quality' is that makes us 'Superior'

Superior University is cognizant of the fact that quality in higher education hinges on the effective implementation of a robust quality assurance system. The fundamental role of our quality assurance strategic goals, however, keep on changing, thereby requiring continuous updation of our systems and processes. In other words, quality mechanisms in Superior University are designed not only to ensure compliance to the standards, but alignment of these standards and processes with changing demands of the industry and university. Our Quality Enhancement Cell (QEC) steers the design and review of the academic programs to ensure that industry requirements are embedded in the programs. Central tenet of our quality education is Objective Based Education and Project Based Learning, which is realized through following specific interventions:

- Well-defined program goals and objectives aligned with the university's mission, vision and strategic goals and objectives.
- Well-defined Program Learning Outcomes (PLOs) and Course Learning Outcomes (CLOs).
- PLOs contribute to the achievement of graduate attributes.
- Regular monitoring of the quality of all courses regularly through CLO based feedback.
- Appropriate assessment processes for the intended learning outcomes.
- Teaching staff have appropriate qualifications and experience for the courses they teach.

QEC strategies to ensure quality of education

Academic Audit 2022

To assess the level of implementation of Objective Based Education across all Faculties of Superior University, QEC has conducted an academic audit where course modules and assessments of each course of all degree programs were reviewed. The objective was to evaluate the extent to which course are in tandem with respective Program Learning Outcome and Program Educational Objective. The gaps identified in the courses and programs have been communicated to all stakeholders. QEC has also conducted a rigorous training of program leaders, Chairpersons, and Deans to help them implement OBE in its true

Audit of Employability Status of our graduates

accrue that employability is ultimate litmus test of the quality of the education. Accordingly, QEC undertakes second party audit of the 1M program, especially with regards to the accuracy of statistics regarding the employability of the students. While IM program has its internally embedded quality assurance mechanism, QEC verifies the credibility of the employment data collected from employers, Final Year Project (FYP) Managers and graduating students.

Quality Assurance in Postgraduate Program

Every year QEC at Superior University is conducting Postgraduate Program Review (Internal) as per the criteria of the HEC and submits its qualitative and quantitative information to the HEC. Last year Superior University facilitated Postgraduate Program Review (external) conducted by the HEC and received acknowledgement of all the postgraduate programs. As per the remarks given by the HEC Review Committee in their report (1) "A family culture was witnessed where students, faculty and staff were connected with the Chairman. This gesture on part of Chairman was much appreciated by all."

Capacity Building Interventions

A regular feature of QEC is to organize trainings and workshops for faculty and academic leaders on different aspects of our quality assurance mechanism and procedures. During this year, 08 trainings were organized on multiple topics such as implementation of Campus Management System (CMS), course codes, and postgraduate program review process.

Digitalized Feedback

In order to improve the sytem efficiency, QEC is working on the implementation of EDMS (Electronic Documentation Management System) & has automated the academic feedback system.

- Improved quality of pedagogy
- Initiation of Faculty Satisfaction Survey

Policy and Process

QEC designed different policies and process for the smooth operations of semester system i.e. course offering, course allocation, time scheduling, paper moderating, paper viewing, feedback system and advising etc.



Figure 20: Quality Assurance Mechanism

Accreditations and Rankings

QEC at Superior University lend support to various Faculties in securing accreditations for their degree programs and serve as a central hub for collecting the data required for university ranking. Presently, we have 18 degree programs accredited by the relevant bodies and ranked among 300-400 Global Universities by the Times Higher Education Impact Ranking 2022.



We Believe in Student Success through Meaningful Engagement



The Office of Engagement & Communications is chosen via a series of independent plays a vital role in engaging our students to co-create a vibrant campus experience and nurture their Emotional Intelligence to ensure enduring success in their lives as well as celebrating and projecting Superior's learning, innovation, and research as well as its ever-expanding socio-economic impact.

OEC is committed to fostering 21st-century graduates and the leaders of tomorrow who will become job-creators, not job-seekers by providing organizational support to a order to effectively engage the student body through meaningful student engagement, we have developed several student-led platforms including Student Voice Leaders (SVL), Departmental Clubs, and Superior

panel interviews and direct as well as representative elections. The core objective of conducting elections is to and integrate grassroots-level feedback across-the-board in order to enrich the academic journey of the student body.

In addition to facilitating meaningful student engagement, OEC effectively projects Superior's plethora of projects, collaborations, community development plans, and initiatives to promote research and entrepreneurship in Pakistan as well.







Student Voice Leaders reflect vision, mission and values of our institution. They are potential leaders of tomorrow who can lead us towards a Superior Pakistan. From an ordinary student of a batch to an SVL, life changes 360° and mindset tilts toward facilitating people around.

STUDENT VOICE LEADER

With the vision of developing solution providers for the society to make social and economic impact, clubs are made to enrich the social experience of students by organizing meaningful cocurricular and recreational activities at department level. Club members are elected at class level through elections who then form an executive body to enrich their peers' campus life.

We believe in enabling students to represent their university and raise the flag of Pakistan on global platforms. The mission of our societies is to spot, nurture and showcase special talents. Establishment of society is a voluntary effort by a group of students patronized by a faculty advisor to create wonders.

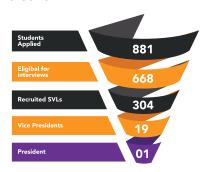


Figure 21: SVLs in numbers



Figure 22: Impact of Clubs



Figure 23: Impact of Societies





The annual Student Body Election 2022 was held to elect the Vice Presidents of Student Voice Leaders, Executive Panel of Departmental Clubs and Presidents of the Superior Societies.



Figure 24: Impact of Student Body Election





18 Societies catering the diverse Emotional Needs of our Students participated in the most happening Societies' Fair in Superior University's history.







Figure 25: Impact of Societies Fair



The 1st Superior Technical Symposium - powered by the IEEE Computer Science Society - was held to host seminars and training workshops on the university's Gold campus.









Rehma-tullil-Almeen Week

Superior University held a Rehma-tullil-Almeen Week to celebrate the essence of Islam. The Rehmatullil Aalamin Week was marked with the Interuniversity Naat Competition, Interuniversity Calligraphy Competition, Interuniversity Digital Calligraphy Competition and Seerat Seminars. Enthusiastic students from more than a dozen public and private sector universities participated in these competitions. Seasoned calligraphers, Naat reciters, and scholars of Pakistan were invited to judge these competitions. A lucky draw was done to gift an exclusive Umrah Ticket to the winner sponsored by the Rector Superior University, Dr. Sumaira Rehman.











Figure 27: Impact of Rehma-tullil-Almeen Week



Learning Superior Lifestyle

Superior University held webinars by the name of Learning Superior lifestyle. In these webinars, different religious scholars were invited to help the superior students in getting answers to their questions. The topics of these webinars were all types of contemporary problems like psychological, behavioural and emotional differences between the young and the old, which give rise to conflict, the breakup or loss of communication, misunderstandings and various other behavioural and emotional problems. These webinars are a source of enlightenment for the students of Superior University.

06 **Shows**

60,000+ Reach

70,000+ Watch Hours





The famous Superior Nights featured 33 hours and 11 nights of music, joy, and entertainment spread across 2 weeks with lots of student performances and the biggest names from Pakistan's rich music industry. Over 600 students from a total of 19 Departmental Clubs actively participated in the planning and management of 11 Superior Nights 2022. More than 9000 students participated in these entertaining events.



Our Focus on Faculty and Staff Development

Superior University believes in converting human resources into human capital. We believe that constant advancements in the realms of technology, socio political landscape, and organizational phenomena requires continuous learning and development of organizational resource. Accordingly, for keeping our faculty and staff abreast with this changing milieu and enabling them to contribute towards personal and organizational success, superior university has initiated multifarious developmental activities. As part of faculty development interventions, we organize trainings, seminars, webinars and workshops to faculty. On the other hands, under the Rector's Faculty Development Program, faculty is provided with multiple training opportunities. This year, among other inbound and outbound training activities, Superior University sent 06 faculty and staff members to the leading academic institutes of the United States of America. Moreover, ORIC staff undertook Research Commercialization and Technology Transfer course of The University of Cambridge University.

Rector Faculty Development Program

The University of Cambridge Course for informed curiosity and a lasting passion for learning

Superior University arranged The University of Cambridge course named 'Research Commercialisation and Technology Transfer' for its ORIC team. The objectives of this course were to learn and develop skills in the fundamentals of technology transfer and spin-out creation to create social and economic impact from academic research in your context. This course taught the faculty members to evaluate how national and university level intellectual property and technology transfer contexts shape their activity, and how to assess the commercial potential of early-stage technology opportunities. This course also helped the attendees in gaining practical skills in negotiating with third parties to reach a fair and equitable agreement for use in licensing negotiations and broader applications



Collaboration with Coursera

Our faculty at Superior University is the real capital for change in the society.

We have launched a unique program to train our faculty to be globally relevant in their teaching skills through collaboration with Coursera. Our faculty members will achieve teaching excellence, and become internationally certified mentors by attending numerous courses taught by master instructors. This attainment of global best practices will impart latest knowledge to prepare our students for their relevant fields.



Figure 28: Faculty Learning Statistics

Price-Babson Symposium for Entrepreneurship Educators at Babson College, Wellesley, Massachusetts, USA.

Under the Rector's Faculty Development Program, Dr. Sami Bajwa, Dean Faculty of Management Sciences went to the Price-Babson Symposium.









Pakistan Tech Summit Istanbul

This is a platform which invites creative individuals to showcase their ideas and promote global collaboration for economic growth. It is an honour for Superior that two of its brilliant faculty members were a part of this global summit. These two talented and ambitious ladies were selected under Rector's Faculty Development Program to represent Superior and build bridges between Global and Pakistani Entrepreneurial Ecosystems.



QS Higher Ed Summit Middle East & Africa

A group of Superior senior team members attended the global QS Summit on "Innovation enabling environments redefining education in the Middle East and Africa" held in Dubai. While we have achieved number one position in private sector universities of Pakistan by TIMES Higher Education Impact Ranking this year, we are also preparing to apply for QS ranking very soon. In the same quest, attending QS Summit has been an enormous insight through its networking opportunities, understanding the methodologies criteria, and future collaborations with global peers. The summit will prove a milestone in leading us towards the much-awaited distinction.



Coach Capacity Building Program (CCBP)

The objective of this program is to encourage and reward faculty for developing their teaching skills in key areas of their expertise; improve the educational environment and enhance the academic performance of learners; engage the faculty into University's objective and vision; and enhance their professional education and competence. Like every year, Coach Capacity Building Program proved to be a thrilling experience for our faculty members. Teachers, nominated by their HODs, got hands-on training on entrepreneurship and to serve as master trainers for the other faculty members.



Our Focus on Expanding International Opportunities

uperior University has always emphasized on expanding the horizons of students by providing them with opportunities on a global level. Exchange Programs play an essential role in driving students and faculty towards excellence through international exposure and life-changing experience. We are proud of having one of the highest exchange outbound records among all the universities in Pakistan and more than 150 students from multiple disciplines have recently gotten a chance to attain the highest quality education at our partner universities in Turkey and Malaysia.

Currently, a group of 6 members from Superior University is attending a 6-weeks long faculty exchange program at Oakland University, Michigan, which is fully sponsored by the US Department of State.

At the same time, the Rector Superior University, Dr. Sumaira Rehman, and the Director of Global Engagement Superior University, Asad Ullah Sheikh have represented Pakistan at the NAFSA 2022 - Annual Conference & Expo organized by NAFSA Association of International Educators in Denver, Colorado, USA.

Furthermore, to achieve more global milestones, we are expanding our international network of 160+ partners to further facilitate students and faculty in their growth. Even during the uncertain times of the pandemic, Superior University had managed to recruit 150+ foreign students from 19+ nationalities in diverse departments of the university. Having international footfall from Germany, Malaysia and Turkey is a testimony to the worldclass facilities and the learning environment provided by the university. The progress is evergrowing to achieve academic excellence at the global and local levels. Following this collaborative approach, Superior University is committed to spreading the positive image of Pakistan in the world.

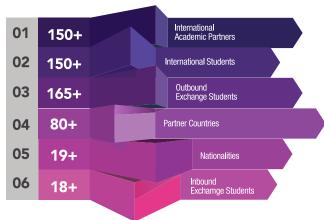


Figure 29: Our International Footprint





















Industry-Academic Linkages Strategic Alliance

Student success lies at the heart of all values and activities of Superior. The educational ecosystem, governance structure, implementation processes have been designed to ensure student success. Monitoring mechanisms are in place for periodic progress tracking with respect to outputs and outcomes of educational activities. Likewise, faculty is recognized as the primary medium that plays the role of mentor and catalyst in making student possible. Therefore, Superior success attaches great importance to making learning and advancement opportunities available for its students and faculty.

The year witnessed focus of Superior on increasing collaborations with academia, industry, and public sector entities for expanding opportunities for its students and faculty alike. We are aware of the learning trajectory of our students that encompasses Objective Based Education, Project Based Learning, and 3U1M for undergraduate students, and research intensive programs for our post-graduate students. 3U1M as flagship program of the university benefits the most from the industrial collaborations due to its employability stream. 300 plus organizations have been engaged so far as industrial partners to ensure the employability of students. More than 50 have been engaged for providing mentors under the 3U1M program. These mentors from the industry add value to the experiential learning and provide necessary guidance to tackle professional challenges. The exposure thus achieved bolsters the standing of students with respect to employability.

Since startups and scaleups are two of the three pillars of our 3U1M program, the third one being Design Challenge, industrial collaborations by Superior informs and enriches the sectoral markets through new

entrants. Another highlight of the year in this regard was strategic alliance of Superior with Entrepreneur's Organization (EO) with 14,000+ global members, 198 chapters in 61 countries. EO Lahore Chapter has 76 members which gives Superior and its faculty extensive range of opportunities for research and industrial collaboration. Understanding of the larger market segments has been augmented through these extensive collaborations. Moreover, the learning trajectories of students have improved as significant contribution is likely to inform curriculum design, improve quality of experiential learning, create avenues for collaboration, and define pathways for contributing to knowledge economy structure in Pakistan.

expansion of The year also witnessed opportunities for faculty in the shape of extensive collaborations with academia thus creating partnerships that provide avenues for extension of superior's footprint. MOUs were signed with research intensive universities like Government College University Lahore, University Agriculture Faisalabad, Quaid-e-Azam University Islamabad etc. Academic collaborations have paved the way for joint publications, exchange of students and faculty, expansion of editorial boards of our research journals, improving quality of reviewers for publications, and design of collaborative projects. Industrial round ups, policy dialogue, capacity building events with national and international participants, projects of applied research by multidisciplinary groups, and industrial collaborative projects are the results of activities undertaken by Superior during this year. Students and faculty both actively participated in these activities from different faculties across the University. We view these outputs as milestones in our journey for empowering youth and ensuring student success while creating the desired socioeconomic impact.



Azam University, Islamabad to establish a mutually beneficial relationship for academic, scientific, and cultural cooperation



Superior University accords with GCU Lahore for research collaboration, faculty training and development and students exchange



Superior University and Seoul National University Bundang Hospital-Korea have signed an MOU for mutual support in the fields of medical technologies, exchange of scientific information, and academic research



Superior University and the Entrepreneurs' Organization, Lahore Chapter signed a Strategic Alliance to collaborate for entrepreneurial initiatives, research, marketing, healthcare, consultation, CSR & human capital development



Superior University signs Memorandum of Understanding with the University of Agriculture, Faisalabad to collaborate for exchange of faculty professors, researchers, students, publications, academic programs, research projects, and research commercialization



Superior University has signed an MOU with Gujranwala Chamber of Commerce



Superior University signed an MOU with Shaukat Khanum Memorial Cancer Hospital & Research Centre, Lahore to develop strategic cooperation for student welfare and capacity building in administrative & research areas.



Superior University signed an MOU with FCCU Student Activities Office to promote collaborative co-curricular and extracurricular activities.

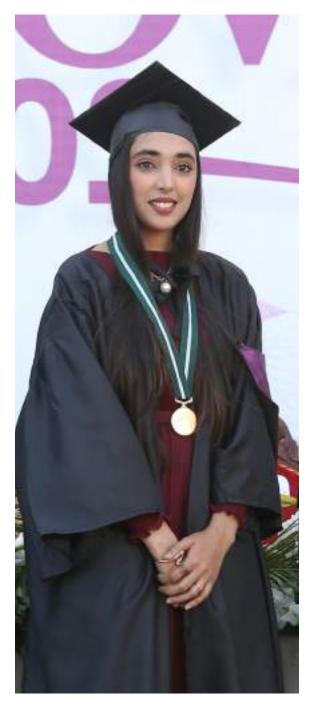


Superior University has signed an MOU with The University of Law, London, UK to cooperate for modernizing the law curriculum, adopting best practices of teaching legal studies, and exchange of students and faculty



MOU signed between LUMS and Superior University to jointly enhance and cooperate on student engagement strategies for student success





Superior Convocation is our way to honour graduates for their passion, commitment and achieving desired skill set through observation, learning and time management.

5th Superior Convocation was held in March 2022 with great zeal and zest to prove the fact that Superior graduates are the ambassadors of our core values and are a transformed version of a Superhero who thinks that impossible is nothing. The day was buzzing with the phenomenal success of 2231 passing out graduates from 10 faculties while 305 outstanding students received gold medals to prove their brilliance during their Superior journey.

On that day I found myself proud of the fact that nearly 35 percent of students from half of the faculties had achieved employability opportunities prior to the completion of their degrees during an on-campus recruitment drive. While almost all passed out graduates got jobs as soon as completed their Superior degrees. We had 85 percent employability ratio last year which reached 90% in the year 2021.

Our graduates becoming the first choice of employers establish the practicality and compatibility of our students who got professionally trained through experiential learning and market intensive exposure during the 1 year of 3U1M program.

Dignitaries including Chaudhary Muhammad Sarwar, the Governor of Punjab, praised the splendid contribution that Superior University has been making to the economy in terms of developing capable, competent, and willful professionals equipped with the competencies of 21st-century graduates.

This convocation manifested the realization of not only students but the parents' dreams whose lives revolve around children's successes. They gathered their memories by clicking at their favourite venues of university with the people they adore . I felt humbled to see that the Convocation Day was actually the culmination of two generations' aspirations resulting in bright future prospects. I consider this a milestone accomplished for an economically Superior Pakistan.

Envisioned to establish collaborations and sharing best practices with peers; I would like to share that this huge ratio of student success became possible with our flagship ETTP and 3U1M Program with our extensive corporate and global linkages. This year created a lot of good memories which will remain in our minds forever.

Presided Over by:

H.E. Ch. Muhammad Sarwar, The Governor of Punjab

Guest of Honor:

Prof. Dr. Ch. Abdul Rehman, Chairman BOG, Superior University, Lahore





















Notable Achievements

Our value of Excellence prompts our team members to do nothing less than their best and our deep-rooted tradition of acknowledging the doers gets manifested through enormous awards and rewards. This consistent inspiration and our team members' perseverance to make a mark with their hard work is the secret to our

We believe that through such awards and rewards, the team members get motivated with higher morale to contribute not only to their organizations but to personal role enhancement also. It's an aim and commitment to keep shining Superior with much more contributions.











Best Script, Best Supporting Actor and Best Best University Award outside Faisalabad & IEEE Actress Award in Dramatics 5.0 at UET, Lahore Young Professional Counsellor Award in 14th IEEE PSYWSC 22 Congress, Faisalabad at IEEE **PSYWSC Congress**



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Upholding the Culture of Reward for Performance

This year the best of the best from the Superior Family received hefty cash prizes for their exemplary achievements in academia and student engagement activities. On the academic side, Dean - Faculty of CS & IT, Dr. Arfan Jaffar clinched the award for the Best Dean while both Dr. Tehreem Masood and Dr. Irfan Uddin bagged the Best Head of Department Award. Meanwhile, Dr. Sidra Hasnain from the Faculty of Allied Health Sciences won the Best Program Leader award.

Three Outstanding Contribution in Student Engagement Awards were up for grabs since Superior University employs a three-pronged approach to ensure meaningful student engagement and vibrant campus life under the aegis of the Office of Engagement and Communications - Superior University . OEC is tasked with tracking the performance of all the student body advisors throughout the year in light of a comprehensive and impartial rubric to choose the best advisors for all three student bodies; Student Voice Leaders, Departmental Clubs, and Superior Societies.

This year, Mr. Muhammad Arif from the Department of Software Engineering landed the Best Advisor - Student Voice Leaders award. In the Departmental Clubs category, Advisor – Allied Health Sciences Club, Ms. Amna Babar secured the top honour. Meanwhile, there was a tie in Superior Societies category as Advisor – Superior Culture and Heritage Society's, Ms. Mubashra Younas and Advisor – Superior IEEE CS Society, Mr. Hamayun Khan shared the award for the Best Advisor Superior Societies.















Future Initiatives

Eyes High Research Strategy 2025

The Eyes High Research Strategy 2025 is a futuristic framework that guides work planning and subsequent implementation mechanisms to help Superior become a research intensive university by 2025. ORIC Superior has devised the strategy in consultation with all the stakeholders and has six main pillars namely Maximizing research grants, Research commercialization, Industry linkages, Research publications, Research culture, and Capacity development. Objectives for each strategy pillar have been defined along with their respective action plans. The strategy informs governance structure and helps ORIC keep track of progress on the defined objectives.

Superior's vision of creating socio-economic impact has been recognized by The Times Higher Education Impact Ranking. However, Superior University envisages to achieve larger milestones and intends to become a leading research intensive university by 2025. This daunting objective will also be achieved like that of Impact Ranking i.e. through dedication, commitment, passion, and hard work.

Initiatives like Rector's Faculty Development Program, biannual Research Week, industrial and academic partnerships, target setting and progress tracking for research publications, and commercialization of research are all geared towards developing and enriching research culture at the university. We are certain that harmonized and strenuous efforts being made through these initiatives will make Superior recognized as a leading research university by 2025.

Expanding Community Healthcare Services

Medical Tower

Covid-19 had clearly exposed the dearth of health facilities in the country. It was tragic to see the miseries of humanity suffering from health challenges. Though we made a huge difference with a timely, vigilant, dedicated response by providing best healthcare facilities to serve our community at the earliest; we have started expansion on a greater level.

Under the Faculty of Medical Sciences, we are building a Medical Tower to expand health facilities. A 150 beds medical tower is built to serve the community through world class medical facilities and doctors' community.





Reinvigoration of Department of Management Sciences into a Leading Entrepreneurial Business School in Pakistan

The recent surge in venture capitalist funding in startups and positive measures of the government for creating an enabling ecosystem are the early signs of the entrepreneurial revolution emanating in Pakistan. Superior University takes pride in the fact that it was among the very first to identify that entrepreneurship in the country will be driven by academic institutions. Accordingly, our timely initiatives like ETTP, 3U1M, SEP, etc. brought a paradigm shift among faculty, students, and administrative processes of the university. This drive was started from the Department of Management Sciences as a pilot project. The department has, therefore, been a forerunner in our entrepreneurial quest; and has developed the capacity over the years to reinvigorate itself into a leading entrepreneurial business school in Pakistan. Through a series of industry roundtables, strategic realignments, acquisition of human and other resources, and internal deliberations, a three years strategy has been developed which envisages branding the department as a business school after the name of legendary academician and serial entrepreneur Prof. Dr. Ch Abdul Rehman. While paying tribute to our guru, this school will be an icon of our commitment to promoting inclusive entrepreneurship, where opportunities and support reach all echelons of the society, especially to the youth belonging to middle and lower-middle-class strata of the economy.

Making Higher Education Accessible at Different Places of Punjab

Superior University is committed to the provision of higher education with excellence, not only to the students of the Metropolitan City of Lahore. But we are on a verge of expanding our educational services to different areas of Punjab. As per UNDG's approach towards "Quality Education", we are opening up three new campuses of our university in different regions of Punjab. We want to disseminate the knowledge and skill set that our visionary management and faculty members carry along to people of different areas. So, the youth of those areas can grow in multifaceted domains of life as socially interactive, civilized, culturally rich, and economically independent human beings and serve their own families and environment in a far better way, without moving to major cities. The Superior University Campuses with global standards will be there to groom the local youth, to be the leaders, independent entrepreneurs, better equipped with useful skills, and to be the graduates with the attributes of the 21st century's demands of being a part of the transformation of our country into economically Superior Pakistan.



Superior University Rahim Yar Khan Campus

Superior University Rahim Yar Khan Campus has been developed as a hub of quality higher education facilities for the students of the South Punjab region. Students can have a productive study environment and an ambiance of life-based learning experiences, to strengthen their professional skills with the 3U1M Program which is initiated by the Superior University. The Faculties of Management Sciences and Computer Science are offering a wide range of study programs, with personal grooming, mentoring, and a study program with on-job experiences, along with the development of a passion for being independent entrepreneurs.





The total gross land

Capital Investmen

Superior University Sargodha Campus

The Superior University campus at Sargodha city has been started with a passion to serve the brilliant youth of Sargodha, and of the suburban parts of central Punjab. Sargodha City requires a global standard university, with a mission to develop and enrich its youth with higher education of quality. The Sargodha Campus of the Superior University for the time being offers degree programs in Management Sciences and Computer Science. The Superior University Sargodha Campus will nourish and enrich the young minds of the area with high-end knowledge and skillset to compete with fellow Pakistanis, and of the students abroad. The 3U1M Program of the university has proved so successful and it has introduced new market leaders and young entrepreneurs. So, why do the youth of Sargodha and surrounding areas lag behind, as now they have the best mentorship vicinity, at their own hometown!





The total gross land

Capital Investment

Superior University Faisalabad Campus

Superior University has built its Faisalabad Campus with an aim for provision of global standard education to the youth of the town. Faisalabad is an industrial hub of not only Punjab but of the whole of Pakistan. So, the need of the hour is to offer study programs in Management Sciences and Computer Sciences equipped with the visionary initiative of the 3U1M Program of the Superior University. The exclusive study environment at the campus for three years, and an on-job experience of being in the practical field will enable the students, to be all that ready to be the leaders after graduation in the cutthroat competitive world which has appeared in the 21st century. It will ensure the independent and joint entrepreneurship for which Faisalabad is an ideal place.!!





The total gross land

Capital Investment



