KSBL

THE GLOBAL CAMPUS

EXECUTIVE MBA
SPRING 2023 ADMISSIONS

SPECIALIZATIONS

- Digital Marketing
- Fintech
- Talent Management
- Supply Chain
- Information Management

30 & 60 CREDIT HOURS PROGRAMS

Flexibility of Schedule for Working Professionals

ABOUT KSBL

KSBL was founded with a vision to establish a world-class institution of business learning that will be dedicated to producing creative leaders capable of competing in the global marketplace. KSBL is committed to promoting the core values of diversity, independence, integrity, ethics, and entrepreneurial spirit by creating a community of world-class managers, business leaders and entrepreneurs.

The KSBL Campus, Karachi

THE BIG PICTURE, WHY US?

Want to be part of a culturally vibrant intellectual community that we are committed to building? If yes, then KSBL is just the place for you. KSBL prepares you to lead sustainable organizations in a complex and rapidly changing world. Our global group of faculty, advisers, and academic council members constantly anticipate the key skills, concerns, issues, and prospects and adapt the overall KSBL experience to what will help you thrive.

Chairman Hussain Dawood talking to the students and faculty at KSBL

KSBL EMBA PROGRAM

The KSBL Executive MBA (EMBA) program is an opportunity for experienced professionals and entrepreneurs to prepare for future leadership roles. KSBL EMBA is designed to enhance functional expertise, sound management capabilities, and decision-making skills. Our program allows professionals to acquire advanced business education while pursuing their careers. Our unique pedagogy comprising of case studies, simulations and retreats provide profound learning, synergy and connectedness to a network of industry peers. Having innovation and futurism at its core, the program enables you to perform optimally and lead cross-cultural and interdepartmental teams.



WHY KSBL EMBA

- Learn while **you earn** (no stop to your career)
- **Convenience in schedules** and class attendance timings
- Experiential course delivery - 1/3 of all **teaching as retreats,** with professionals and C-Suite executives, leading to collaboration, rethinking perspectives and lifelong connections
- **Real hands-on learning through cases** creating immediate business impact
- **Deeper insights into a technology-driven business** environment
- **Development of an entrepreneurial mindset** with an in-depth understanding of core business functions
- Transition from foundational knowledge, mastery , onto **high impact clout positions and overall growth**
- Development of business acumen through **reflective discussions, exercises, cases and simulations**-on strategy, finance, human capital management, digital transformation, marketing, and professional development

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Attend from anywhere!

"These evolving times are all about having a holistic, digital, and global outlook while making ethics and character the bedrock for sustainability. Whether you are a student gearing up for the gig economy, a socially conscious start-up, or a corporate giant, we all feed into one global system that is enabled by technology and continuous learning.

At KSBL we are geared to become an agile ecosystem that is set to forge lifelong partnerships with all our stakeholders and create global impact, all for the benefit of current and future generations."

Mubashar Hameed
Rector, KSBL
Former: Chief Information Officer - General Electric, Chief Information & Digital Officer - MoneyGram & Fiserv, Pennsylvania Higher Education Assistance Agency



THE KSBL EMBA EXPERIENCE

Ali Imran Khan
EVP, Head of Digital Banking & PMO
Meezan Bank Ltd
EMBA Class of 2017

"Joining KSBL is one of the best decision in my life as it has helped me in becoming a better version of myself. The faculty and my class fellows have contributed a lot to have a better and correct view of the things and transformed myself from planning & execution person to strategize & alignment person. Among several capabilities, one of the capability KSBL has given me is to identify and connect related and relevant things together and make better and informed decisions."

Shahid Aslam
GM Finance
Gul Ahmed Textile Mills
EMBA Class of 2016

"Being a Chartered Accountant & L.LB and having a progressive career already, the KSBL experience was truly transformational in my approach to my career and life as a whole. KSBL with its exceptional professors, course design, case studies methodology & practical approach coupled with intense classroom discussions between exzperienced professionals as class fellows creates an unparalleled learning environment. I would highly recommend the KSBL EMBA experience professionals aiming for future leadership positions."

Abou Saeed Shah
Manager F & P,
HUBCO
EMBA Class of 2018

"I have found KSBL to be very competitive with highly qualified and experienced faculty. The case studies provide excellent opportunity to learn and understand the challenges faced by the professionals and prepare them for the competitive corporate environment."

M. Zafar Iqbal
Senior Manager, Finance
Colgate Palmolive Pakistan
EMBA Class of 2016

"The teaching methodologies and classroom environment of the KSBL Executive MBA program enriched my mind with how business principles are applied in the real world."

WHERE LEADERS TAKE FLIGHT

PROGRAM OVERVIEW

Case-based Pedagogy



Simulations as a major learning tool



Renowned faculty working/consulting with leading companies across sectors



Flexibility-centric learning for the busy Professional



1/3 of all coursework in the form of retreats



EMBA CURRICULUM

30 CREDIT HRS
ELIGIBILITY: 16 YEARS EDUCATION IN BUSINESS

60 CREDIT HRS
ELIGIBILITY: 16 YEARS EDUCATION IN ANY DISCIPLINE

	COURSES	
	Data Analysis & Modeling	SEMESTER I
	Financial Reporting & Analysis	
	Managerial Economics	
	Marketing Management	
	Business Ethics & Law	
	Accounting for Decision-making	SEMESTER II
	Corporate Finance	
	Organizational Behaviour & HRM	
	Market Research & Analysis	
	Operations & Supply Chain Management	
SEMESTER I	Information Management	SEMESTER III
	Programming for Data Science	
	Business Strategy in the Digital Era	
	Macroeconomics & Global Economy	
	Topics in Finance	
SEMESTER II	Elective I	SEMESTER IV
	Elective II	
	Elective III	
	Elective IV	
	Capstone Project	
SEMESTER III	Topics in Finance	
	Capstone Project	

KSBL EXECUTIVE MBA SPECIALIZATIONS

We have launched five market relevant specialization options, so our students are able to seamlessly adapt and contribute to the rapidly changing world of business. **As a sixth option, students can also opt for General Management Executive MBA by taking electives from different specializations.**

DIGITAL MARKETING

Rapid innovation in the internet technologies has led to strong growth in digital marketing. All major industries are investing in non-traditional, digital customer experiences. With a job growth rate of approximately 9% by 2024 (Bureau of Labor Statistics), digital marketing is a formidable career path.

Career paths
- Digital Marketing Strategy
- Content Management
- Social Media Management
- Search Engine Marketing
- Ecommerce Management

FINTECH

Fintech is already touching more than 95% of global consumer base. According to a PwC report, more than 80% of financial institutions will be forging Fintech partnerships in the next 3 to 5 years. Need for trained talent and relevant education in Fintech stream is extremely valuable for professionals interested in a career in Finance.

Some coveted careers
- Block Chain
- Cryptocurrencies
- Cyber Security
- Risk & Compliance
- Machine Learning & AI

TALENT MANAGEMENT

Innovation, remote work, D&I, Gig economy are among the key trends pushing organizations to be agile. Effective talent management is becoming a challenge in global and local markets alike. Opportunities for skills that serves this new dynamic of human capital are enormous.

Emerging careers
- Global Talent Scouting
- HR Analytics
- Business Continuity
- Virtual Org. Culture
- Virtual Learning

SUPPLY CHAIN

The dynamism and volatility of the current business landscape requires agility in the area of supply chain. With automation and machine learning, stakeholders from the supply chain eco-system are managing disruption while looking for STEM skilled talent in the area.

Emerging careers
- Supply Chain Analytics
- Strategic Supply Chain
- Business Continuity
- Business Analytics
- Commodity Specialist

INFORMATION MANAGEMENT

Information Systems is set to become the most promising field with digitization, data and advancement in analytics. Things like processing data, initiating transactions, producing reports, responding to queries and overall data-driven decision making is backed by professionals trained in Information Systems.

Career paths
- Information Security Analyst
- Data Manager
- Business Analyst
- Application Development
- Business Intelligence

SPECIALIZATION COURSES

DIGITAL MARKETING	• Digital Communication Strategy • Marketing Analytics • Mining the Web and Social Media • Brand Management
FINTECH	• Blockchain & Cryptocurrencies • Big Data Technologies • Fintech : Foundations & Applications • Finanacial Modeling & Security Analysis
TALENT MANAGEMENT	• Managing Talent and Culture • Leadership & Change Management • Performance & Compensation Management • Global HR & Employment Models
SUPPLY CHAIN	• Strategic Sourcing • Logistics Management • Quality & Continuous Improvement • Enterprise and SCM Systems
INFORMATION MANAGEMENT	• Enterprise and SCM Systems • Business Intelligence & Analytics • Systems Analysis & Design • Digital Transformation Management



ADMISSIONS

Admission at KSBL is based on various parameters of competencies and diversities of applicants. Here you will understand how the admissions process works, from completing your application, to reaching the interview stage.

PROGRAM FEE

Please note: KSBL revises its EMBA fee structure every year but it is subject to change anytime without prior notice. The fee structure does not include housing, food, government taxes or any other additional facilities. Fee structure does not vary for international students.

APPLICATION FEE (Including KMAT FEE of PKR 3,000)	PKR 5,000
PROGRAM FEE	PKR 25,000 Per credit hr

Business Education Background	30 credit hrs
Non-Business Education Background	60 credit hrs

ADMISSION REQUIREMENTS

1. 16 years of education at the time of Admission
2. Minimum undergraduate CGPA of 2.50
3. Atleast 5 years of working experience

SELECTION PROCESS

1. Online Application assessment
2. KMAT (KSBL Management Admissions Test)
   NTS-GAT, GRE, GMAT are also accepted
3. Interview by Admissions Committee

HOW TO APPLY

To Apply for our program,
please visit:
ksbl.edu.pk/applynow

KEY DATES & TIMELINES

KMAT	Oct 24, 202 onwards
COMMENCEMENT OF CLASSES	Feb 13, 2023

KSBL
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