



EXECUTIVE MBA

FALL 2023 ADMISSIONS

SPECIALIZATIONS

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

60 & 30 CREDIT HOUR 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 BIG PICTURE, WHY US?

Become a part of culturally vibrant intellectual community.

KSBL prepares you to lead 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.

KSBL EXECUTIVE MBA 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 EXECUTIVE MBA

- Learn while **you earn** (no stop to your career)
- **Convenience in schedules** and class attendance timings
- Case Studies and Projects.
- **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
- Assessments through case studies and group exercises.
- Development of business acumen through **reflective discussions, exercises, cases and simulations**-on strategy, finance, human capital management, digital transformation, marketing, and professional development

Attend from anywhere!



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



Attend from anywhere



EXECUTIVE MBA CURRICULUM

30

CREDIT HRS

ELIGIBILITY: 16 YEARS
EDUCATION IN BUSINESS

60

CREDIT HRS

ELIGIBILITY: 16 YEARS
EDUCATION IN ANY DISCIPLINE

COURSES	
SEMESTER I	Data Analysis & Modeling
	Financial Reporting & Analysis
	Managerial Economics
	Marketing Management
	Business Ethics & Law
SEMESTER II	Accounting for Decision-making
	Corporate Finance
	Organizational Behaviour & HRM
	Market Research & Analysis
	Operations & Supply Chain Management
SEMESTER I	Information Management
	Programming for Data Science
	Business Strategy in the Digital Era
	Macroeconomics & Global Economy
	Topics in Finance
SEMESTER II	Elective I
	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	<p>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.</p>	<p>Career paths</p> <ul style="list-style-type: none">Digital Marketing StrategyContent ManagementSocial Media ManagementSearch Engine MarketingEcommerce Management
FINTECH	<p>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.</p>	<p>Some coveted careers</p> <ul style="list-style-type: none">Block ChainCryptocurrenciesCyber SecurityRisk & ComplianceMachine Learning & AI
TALENT MANAGEMENT	<p>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.</p>	<p>Emerging careers</p> <ul style="list-style-type: none">Global Talent ScoutingHR AnalyticsBusiness ContinuityVirtual Org. CultureVirtual Learning
SUPPLY CHAIN	<p>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.</p>	<p>Emerging careers</p> <ul style="list-style-type: none">Supply Chain AnalyticsStrategic Supply ChainBusiness ContinuityBusiness AnalyticsCommodity Specialist
INFORMATION MANAGEMENT	<p>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.</p>	<p>Career paths</p> <ul style="list-style-type: none">Information Security AnalystData ManagerBusiness AnalystApplication DevelopmentBusiness Intelligence

SPECIALIZATION COURSES

DIGITAL MARKETING	<ul style="list-style-type: none">Digital Communication StrategyConsumer Insights AnalyticsWeb Listening and Social MediaBrand ManagementConsumer Psychology in Phygital Marketplace
FINTECH	<ul style="list-style-type: none">Blockchain & CryptocurrenciesBig Data TechnologiesFintech : Foundations & ApplicationsFinanacial Modeling & Security Analysis
TALENT MANAGEMENT	<ul style="list-style-type: none">Managing Talent and CultureLeadership & Change ManagementPerformance & Compensation ManagementGlobal HR & Employment Models
SUPPLY CHAIN	<ul style="list-style-type: none">Strategic SourcingLogistics ManagementQuality & Continuous ImprovementEnterprise and SCM Systems
INFORMATION MANAGEMENT	<ul style="list-style-type: none">Enterprise and SCM SystemsBusiness Intelligence & AnalyticsSystems Analysis & DesignDigital 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.

ADMISSION REQUIREMENTS

SELECTION PROCESS

HOW TO APPLY

KEY DATES & TIMELINES

APPLICATION FEE (Including KMAT FEE)	PKR 3,000
ADMISSION FEE	PKR 35,000
PROGRAM FEE	PKR 29,000 Per credit hr
Business Education Background	30 credit hrs
Non-Business Education Background	60 credit hrs

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

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

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



KMAT	May 01, 2023 onwards
COMMENCEMENT OF CLASSES	September 2023



KSBL

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