



# BS Management & Entrepreneurship

FALL 2023 ADMISSIONS

**SPECIALIZATIONS**

Marketing . Finance . HR

120 CREDIT HOUR

**UNDERGRADUATE PROGRAM**



## 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?

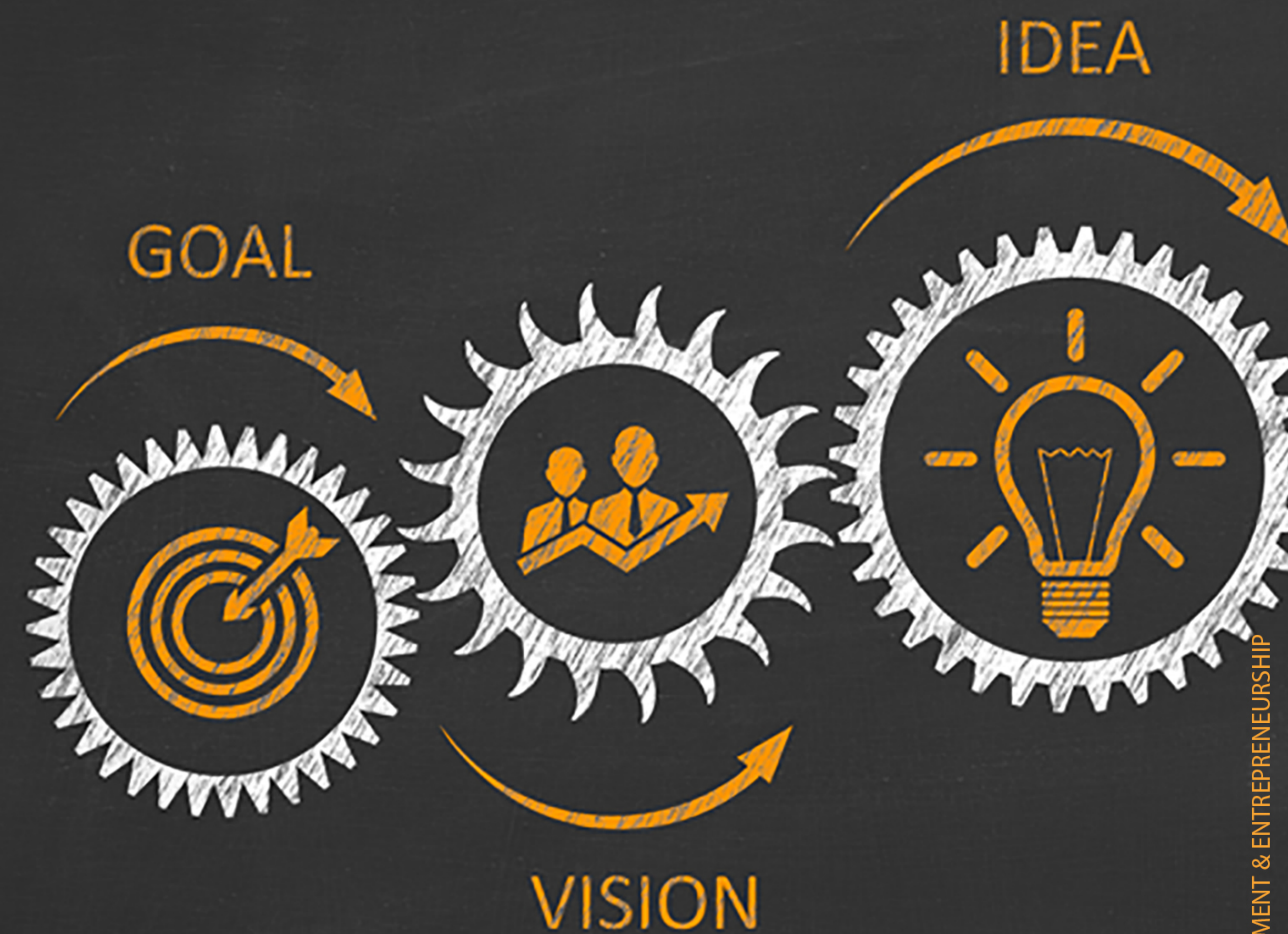
Become a part of culturally vibrant intellectual community.

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 BS MANAGEMENT & ENTREPRENEURSHIP

Our BS Management & Entrepreneurship program is designed with two most important factors in view - your career and professional grooming. The 4-year program trains you holistically on the concepts of management and prepares you to launch your career in a global environment. And because of focus on ethics, sustainability, and technology, you are able to explore opportunities and trends in a more effective manner. The deep understanding of core business competencies and the creative pedagogy that instills critical thinking and a wider world view enables you to seamlessly blend into the workforce.



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## WHY KSBL BS MANAGEMENT & ENTREPRENEURSHIP

BS Management & Entrepreneurship gives you the comprehensive undergraduate training, so you develop an entrepreneurial mindset that is driven by the latest in management and business studies.

After completing this program, you will see yourself involved with new ventures, seeking new opportunities-be it large organizations or start-ups in a rapidly evolving gig economy.

**YOU GET AN OPPORTUNITY TO LEARN FROM THE BEST FACULTY, WITH A DIVERSE MIX OF STUDENTS AS YOUR PEERS.**





INNOVATIVE  
TEACHING



Dr. Faryal Razzaq  
Program Head  
BS Management and Entrepreneurship  
Assistant Professor  
Management Sciences

Dr. Faryal Razzaq has very diverse experience as a seminal academician, master trainer and research consultant. She is also a blogger for national newspapers, influencer, panelist for National TV, philanthropist and Emotional Intelligence/ethics' education advocate. Dr. Faryal is also a Women's rights advocate, instructional designer & member advisory boards of a few business institutions.



Dr. Ahmed Junaid  
Acting Rector, Dean and  
Associate Professor  
Finance & Accounting

Dr. Ahmad Junaid is an Associate Professor at KSBL. Before joining KSBL he was at IBA as Chairman of Department of Finance and research fellow CBER. He has also taught at various leading international universities in France including Kedge Business School and IAE-AIX graduate school of management in their top ranked programs.

WORLD-CLASS  
FACULTY



Dr. Fouzia Haneef Khan  
Faculty - The Scientific Mind:  
Physical Sciences

Fozia has a vast teaching and research experience spanning over 10 years. She is a proponent of up-to-date and innovative technology-led pedagogy and blended learning. She has been a leading player in the use of e-pedagogy and is keen to create opportunities for sharing good practice in teaching and learning across universities within UK and other countries



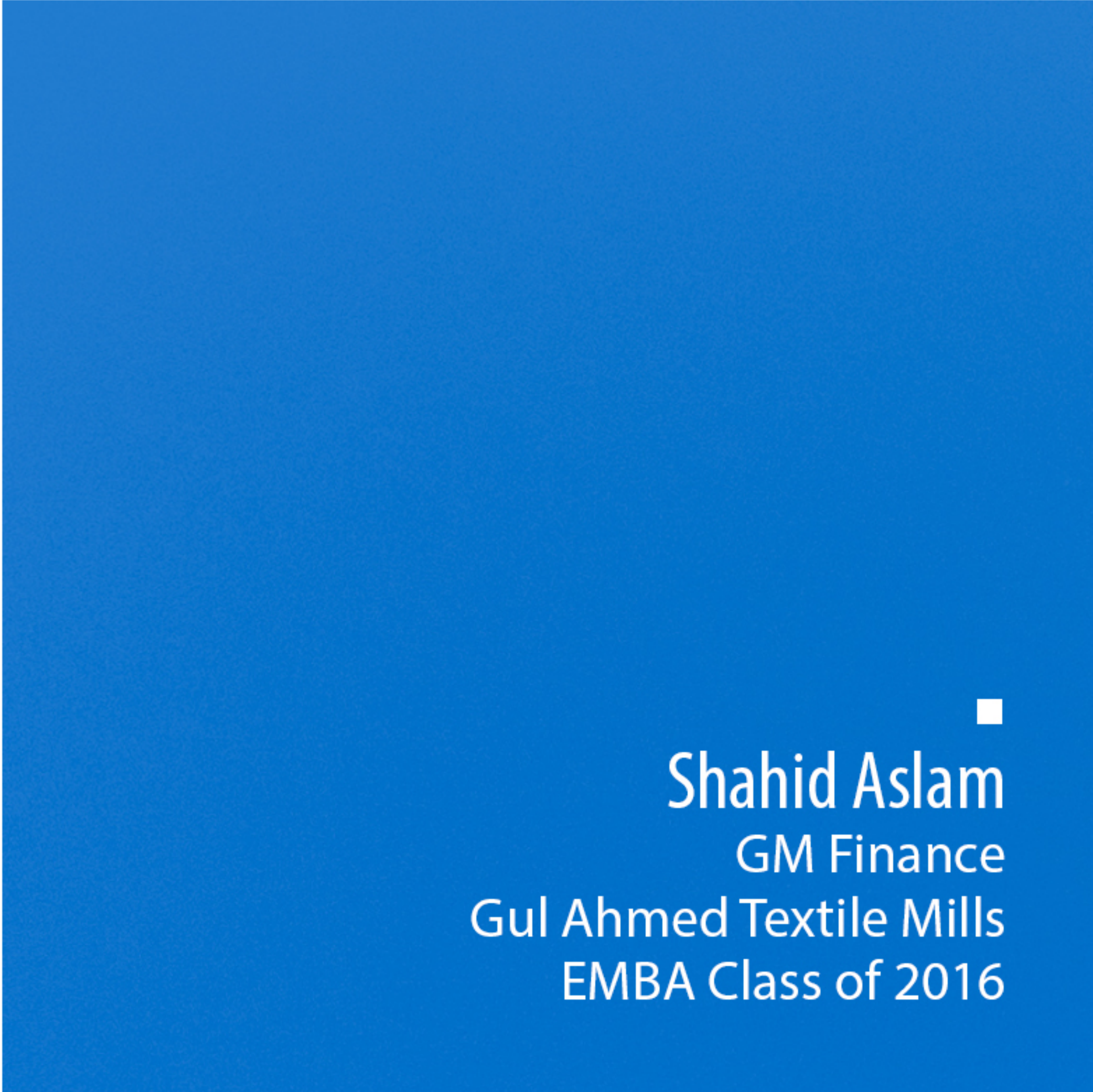
Latest case studies, simulations and articles under license from Harvard Business Publishing.



THE KSBL  
EXPERIENCE

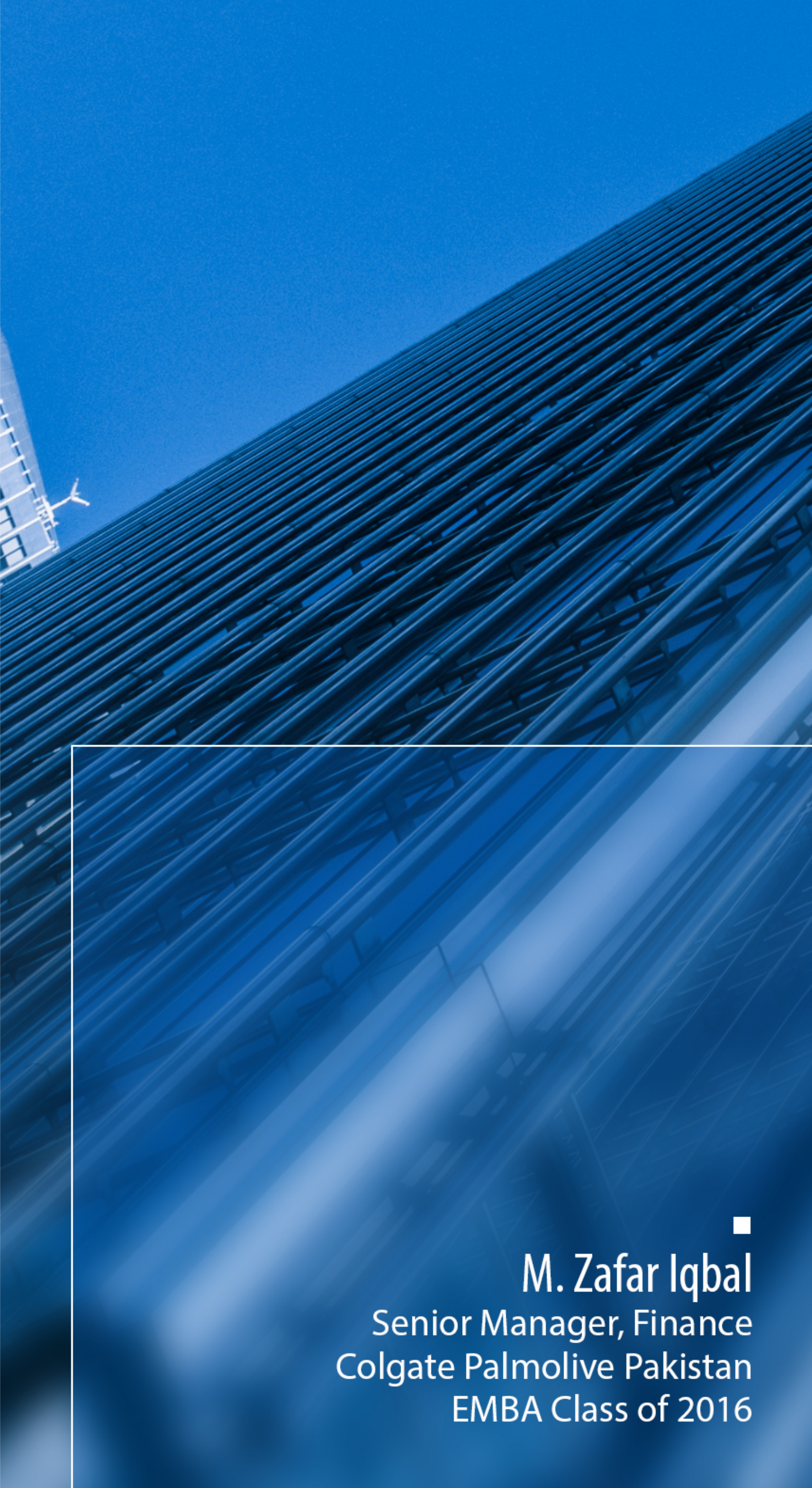
Ali Imran Khan  
EVP, Head of Digital Banking & PMO  
Meezan Bank Ltd  
EMBA Class of 2017

"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."



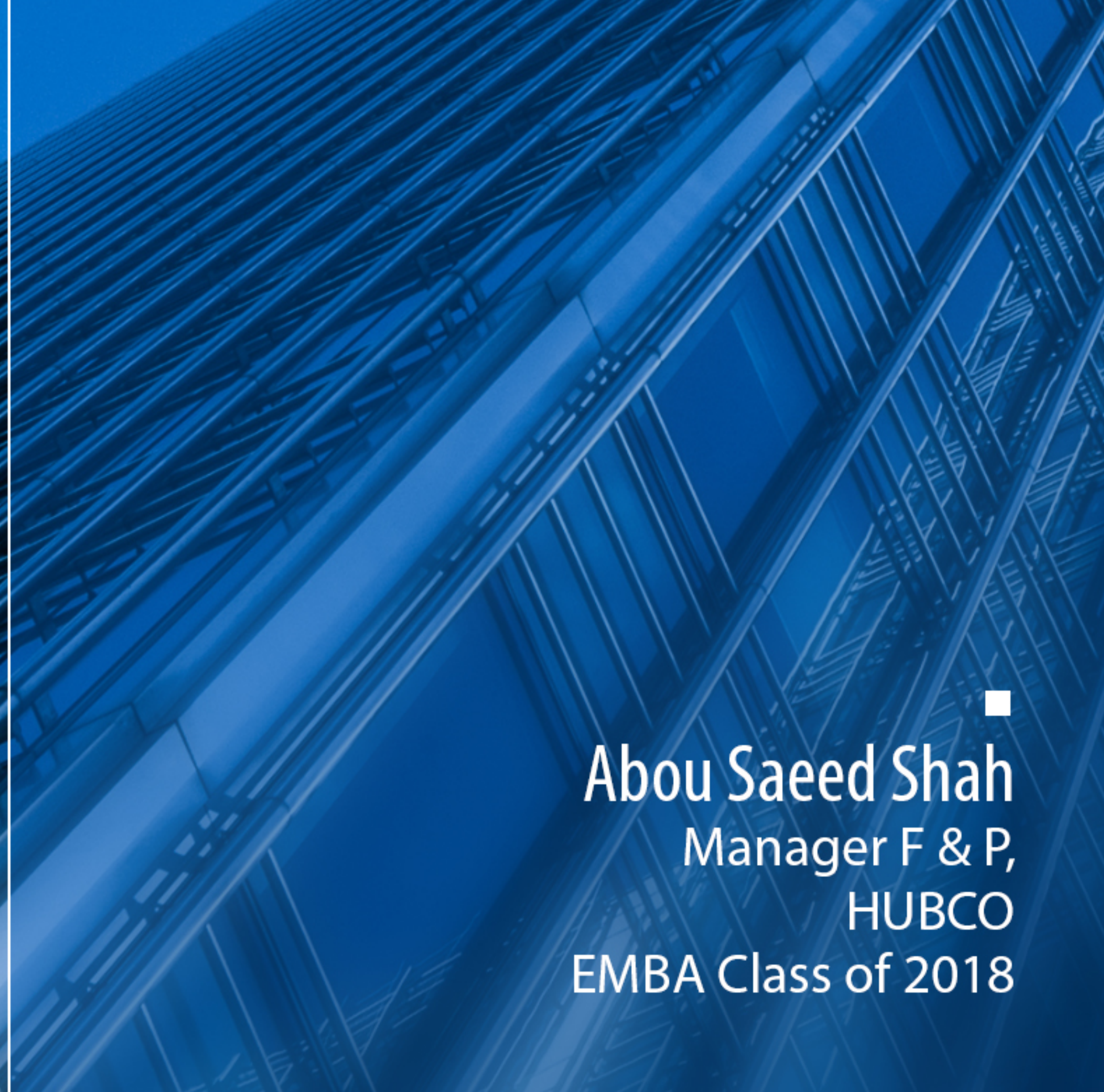
Shahid Aslam  
GM Finance  
Gul Ahmed Textile Mills  
EMBA Class of 2016

"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 experienced professionals as class fellows creates an unparalleled learning environment. I would highly recommend the KSBL EMBA experience professionals aiming for future leadership positions."



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."



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."





# KSBL BS MANAGEMENT & ENTREPRENEURSHIP

## TIMESPAN & CURRICULUM

**120**  
TOTAL CREDIT HRS  
3 CREDIT HRS PER COURSE

SEMESTER I	<ul style="list-style-type: none"><li>• College Composition</li><li>• College Algebra</li><li>• General Psychology</li><li>• Islamic Studies</li><li>• The Scientific Mind: Physical Sciences</li></ul>	Foundation Foundation Foundation Foundation Foundation
SEMESTER II	<ul style="list-style-type: none"><li>• Gender and Society</li><li>• Speech</li><li>• Introductory Statistics</li><li>• Introduction to Business &amp; Entrepreneurship</li><li>• Managerial Economics</li></ul>	Foundation Foundation Foundation Core-Entrep. Core-Mgmt/Bus.
SEMESTER III	<ul style="list-style-type: none"><li>• Macroeconomics</li><li>• Introduction to Programming</li><li>• Academic Writing &amp; Critical Thinking</li><li>• Pak Studies</li><li>• Business Calculus</li></ul>	Foundation Distribution Foundation Foundation Distribution
SEMESTER IV	<ul style="list-style-type: none"><li>• Data Analysis &amp; Modeling</li><li>• Financial Reporting &amp; Analysis</li><li>• The Scientific Mind: Life Sciences</li><li>• Marketing Management</li><li>• Business Ethics &amp; Law</li></ul>	Core-Mgmt/Bus. Core-Mgmt/Bus. Foundation Core-Mgmt/Bus. Core-Mgmt/Bus.

# KSBL BS MANAGEMENT & ENTREPRENEURSHIP

## TIMESPAN & CURRICULUM

**120**  
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3 CREDIT HRS PER COURSE

SEMESTER V	<ul style="list-style-type: none"><li>• Accounting for Decision-making</li><li>• Corporate Finance</li><li>• Information Management</li><li>• Market Research &amp; Analysis</li><li>• Operations &amp; Supply Chain Management</li></ul>	Core-Mgmt/Bus. Core-Mgmt/Bus. Core-Mgmt/Bus. Core-Mgmt/Bus. Core-Mgmt/Bus.
SEMESTER VI	<ul style="list-style-type: none"><li>• Environmental Regulation &amp; Management</li><li>• Ethics in a Digital Age</li><li>• Corporate Innovation &amp; Entrepreneurship</li><li>• Project Management</li><li>• Islamic Finance</li></ul>	Distribution Foundation Core-Entrep. Distribution Core-Mgmt/Bus.
SEMESTER VII	<ul style="list-style-type: none"><li>• Elective 1</li><li>• Consulting</li><li>• Elective 2</li><li>• Business Entrepreneurship in Practice</li><li>• Elective 3</li></ul>	Elective Distribution Elective Core-Entrep. Elective
SEMESTER VIII	<ul style="list-style-type: none"><li>• Globalisaation</li><li>• Elective 4</li><li>• Elective 5</li><li>• Capstone Senior Project I</li><li>• Capstone Senior Project II</li></ul>	Distribution Elective Elective Project Project



# BS MANAGEMENT & ENTREPRENEURSHIP CURRICULUM

Regardless of your chosen area of specialization, you will graduate with five core competencies that will have a life altering impact on you both personally and professionally. You get an opportunity to learn from the best faculty, with a diverse mix of students as your peers. This common foundational training across programs gives you an opportunity to explore specialization areas based on your field of interest.

## KSBL BS MANAGEMENT & ENTREPRENEURSHIP SPECIALIZATION COURSES

BUSINESS FUNDAMENTALS & CRITICAL LEADERSHIP DEVELOPMENT COURSES  
LEADING TO SPECIALIZATIONS

HR	<ul style="list-style-type: none"><li>• Multiple Perspectives in Leadership</li><li>• Bidding Negotiations for Success</li><li>• People Resourcing</li><li>• Power, Politics &amp; Networks</li><li>• Performance &amp; Compensation Management</li></ul>
MARKETING	<ul style="list-style-type: none"><li>• Consumer Behaviour</li><li>• Intro to Digital Marketing</li><li>• Integrated Marketing Communications</li><li>• Foundations of Marketing Analytics</li><li>• Sales Management</li></ul>
FINANCE	<ul style="list-style-type: none"><li>• Portfolio Management</li><li>• Derivatives and Hedging</li><li>• International Finance</li><li>• Financial Data Analysis and modelling using Excel</li><li>• Security Valuation</li></ul>





## 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 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 CRITERIA

## HOW TO APPLY

## KEY DATES

APPLICATION FEE	PKR 3,000
ADMISSION FEE (charged to all fresh intake students)	PKR 35,000
PER CREDIT HOUR FEE (All inclusive)	PKR 19,500

- 1 PRIOR QUALIFICATION**  
12 Years of Education *(any combination of the below)*
  - HSSC with min. 60% marks
  - A-Levels or Equivalent
  - IB
- 2 TEST**  
KSBL Admissions Test
- 3 OTHER REQUIREMENT**  
Mathematics should be studied at least at SSC/O-Level or equivalent level

To Apply for our program,  
please visit:  
[ksbl.edu.pk/applynow](https://ksbl.edu.pk/applynow)



TEST START DATE	May 01, 2023 (onwards)
SEMESTER STARTS	September 2023



## FINANCIAL ASSISTANCE

Don't let any financial limitations prevent you from pursuing a world-class MBA with cutting-edge, market-driven specializations in Digital Marketing, Fintech, and Talent Management. To apply for the financial assistance, please apply to the program.

## SCHOLARSHIPS & FINANCIAL ASSISTANCE PROGRAMS

KSBL endeavours to make business education accessible for everyone, irrespective of socio-economic standing, political views and ethnic background.

We make our programs accessible to deserving learners through our Scholarship and Financial Assistance programs.

NEED-BASED

NEED-BASED  
FINANCIAL ASSISTANCE IN THE FORM OF  
KSBL INTEREST-FREE LOANS

MERIT-BASED

MERIT-BASED  
FINANCIAL ASSISTANCE  
IN THE FORM OF **SCHOLARSHIPS**

THIRD-PARTY

THIRD-PARTY  
FINANCIAL ASSISTANCE IN THE FORM OF  
**LOANS & SCHOLARSHIPS**





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