



# 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.



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The KSBL Campus, Karachi

## THE BIG PICTURE, WHY US?

Become a part of culturally vibrant intellectual community.

thrive.

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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

Chairman Hussain Dawood talking to the students and faculty at KSBL

## KSBL BS MANAGEMENT & ENTREPRENEURSHIP

The BS Management and Entrepreneurship program is a unique blend of contemporary topics in business & entrepreneurship to create future business leaders equipped with the skills of future Al revolution. We offer student centric experiential learning with an industry-focused curriculum, inspired by the American business curriculum customised for the market demands. The program provides a fine blend of business, social sciences and STEM based courses equipping students with a well-rounded skill set. Students have the opportunity to learn from top faculty members who bring their expertise and industry insights to the classroom. The BS Management and Entrepreneurship program at KSBL prepares students to become dynamic Ethical leaders capable of driving innovation and success in the business world through tech savviness and cognizant of sustainability. We ensure that you have bright career prospects with our unique industry and social internship, as well as having the most sought out specializations in finance, HR and Marketing, and an excellent career services and alumni network.

GOAL





IDEA



3 of 12 - 12 KSBLBS MANAGEMENT & ENTREPRENEURSH

## WHY KSBL BS MANAGEMENT & ENTREPRENEURSHIP

## SUCCESS



#### TEAM WORK



- A business curriculum designed for the challenges of an ever-changing 'Industry 4.0'.
- Unique STEM based business program with US centric curriculum.
- Focus on the skills of future, ethical leadership, innovation, entrepreneurship, tech savviness & sustainability.
- Fine balance with social sciences, contemporary business education & STEM based courses for a holistic education experience.
- A superlative degree compared to conventional outdated BBA programs.
- Student centric learning based on case study methods, simulations, experiential learning, practical work & capstone projects.
- Mandatory industry & social internships, industry visits for hands on trainings and seminars by industry giants.

## INNOVATIVE TEACHING



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.

#### ENGAGING CASE BASED ANDRAGOGY





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

Management Sciences

Physical 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.

#### WORLD-CLASS FACULTY

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



## THE KSBL EXPERIENCE

"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."



"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."

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

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

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

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

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"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."



"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



	SEMESTER I	<ul> <li>College Composit</li> <li>College Algebra</li> <li>General Psycholog</li> <li>Islamic Studies</li> <li>The Scientific Mine</li> </ul>
	SEMESTER II	<ul> <li>Gender and Socie</li> <li>Speech</li> <li>Introductory Statis</li> <li>Introduction to Bu</li> <li>Managerial Econo</li> </ul>
	SEMESTER III	<ul> <li>Macroeconomics</li> <li>Introduction to Pr</li> <li>Academic Writing</li> <li>Pak Studies</li> <li>Business Calculus</li> </ul>
	SEMESTER IV	<ul> <li>Data Analysis &amp; M</li> <li>Financial Reporting</li> <li>The Scientific Mine</li> <li>Marketing Manag</li> <li>Business Ethics &amp; I</li> </ul>



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Programming g & Critical Thinking

Modeling ing & Analysis nd: Life Sciences gement Law

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Core-Mgmt/Bus. Core-Mgmt/Bus. Foundation Core-Mgmt/Bus. Core-Mgmt/Bus.

## KSBL BS MANAGEMENT & ENTREPRENEURSHIP TIMESPAN & CURRICULUM



SEMESTER V	<ul> <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.
SEMESTER VI	<ul> <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> <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> <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 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





- Multiple Perspectives in Leadership Bidding Negotiations for Success Power, Politics & Networks
- Performance & Compensation Management
- Intro to Digital Marketing Integrated Marketing Communications Foundations of Marketing Analytics
- Portfolio Management Derivatives and Hedging Financial Data Analysis and modelling using Excel





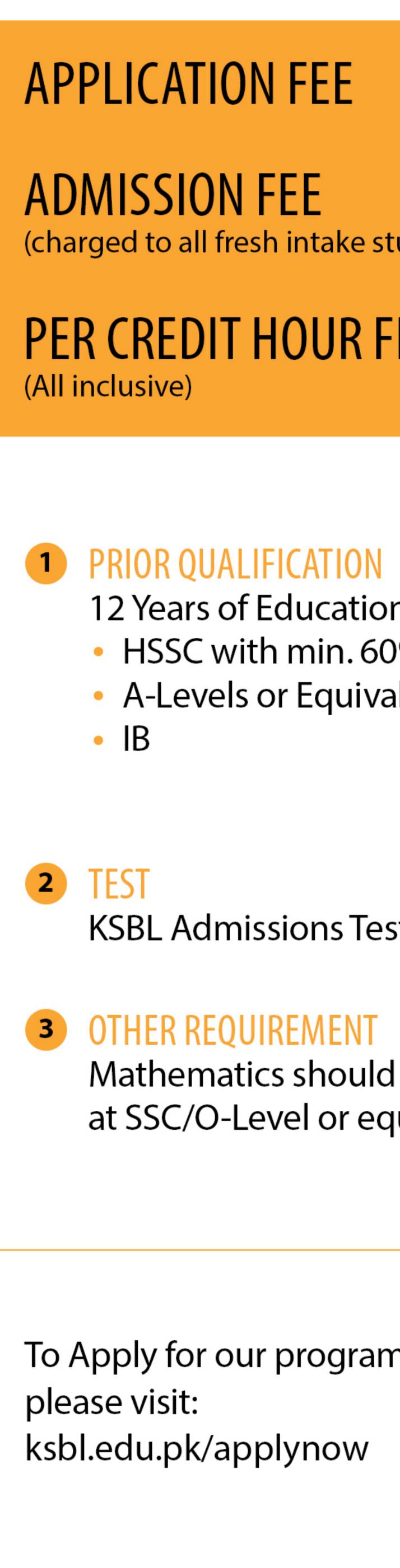
## PROGRAM FEE

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**



TEST START DATE SEMESTER STARTS



(charged to all fresh intake students)

### PER CREDIT HOUR FEE

### PKR 3,000

PKR 35,000

#### PKR 19,500

12 Years of Education (any combination of the below) HSSC with min. 60% marks A-Levels or Equivalent

**KSBL Admissions Test** 

Mathematics should be studied at least at SSC/O-Level or equivalent level

To Apply for our program,



May 01, 2023 (onwards) 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.

FINANCIAL ASSISTANCE IN THE FORM OF **Scholarships** 



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

### THIRD-PARTY

### MERIT-BASED

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

MERIT-BASED

### NEED-BASED





#### KSBL

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**AO** 

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