KSBL



MBA
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 KSBL Campus, Karachi

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.

Chairman Hussain Dawood talking to the students and faculty at KSBL

OUR MBA PROGRAM

Our MBA Program is a transformative journey that continuously innovates to meet the needs of students and industry through **practical business content, world-class faculty, case studies, teaching methodology & capstone project etc.** all in an environment that is driven by innovation. The intense collaborative experience of our MBA program, along with the localized knowledge makes it a unique offering.

The program offers flexibility of class timings for working profesionals.

PLACEMENTS & CAREER OPPORTUNITIES

After completing the market-relevant degree course from KSBL, the opportunities are endless for our graduates. Our graduates have accepted job offers from all sectors and are successfully managing various functions across leading companies in the country and region.



OUR PLACEMENT SUPPORT AND LINKAGES ACROSS INDUSTRIES ENABLE US TO GIVE OUR STUDENTS THE REQUIRED PLATFORM TO TAKE OFF INTO THE PRACTICAL WORLD

WE TAKE PRIDE IN OUR MBA PLACEMENT TRACK RECORD. WITHIN A SPAN OF ONLY A FEW YEARS, OUR GRADUATES ARE GOING PLACES AND SECURING DECISION MAKING ROLES ACROSS ALL SECTORS AND FUNCTIONS.

1/3
ROUGHLY ONE-THIRD OF THE GRADUATING CLASS HAS AT LEAST ONE OFFER BEFORE GRADUATION

70%
70% OF GRADUATES ARE PLACED IN FIRST 3 MONTHS

30%
AROUND 30% OPT FOR ENTREPRENEURSHIP

LEAD SUSTAINABLE ORGANIZATIONS IN A COMPLEX AND RAPIDLY CHANGING WORLD.

INNOVATIVE TEACHING



Dr. Saima Hussain
Program Head, MBA.
Associate Professor

Dr. Saima Hussain is an Associate Professor of Marketing at KSBL. She holds a PhD from SZABIST and has more than 18 years of teaching experience at prestigious institutions. She worked as an Assistant Professor and Cluster Head for Statistics and Research at SZABIST, where she was also in charge of establishing links between industry and academia. She has also published numerous studies in ESCI and impact factor journals on topics such as innovation, consumer technologies, consumer behavior, and brand management.



Dr. Ahmad Junaid
Rector & Dean
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

ENGAGING CASE-BASED ANDRAGOGY



Dr. Amir Manzoor
Associate Professor,
E Commerce and Supply Chain

Engr. Dr. Amir Manzoor is the Associate Professor of E-commerce and Project/Supply-Chain Management at KSBL. His professional experience entails a rich blend of both academic and corporate exposure exceeding 20 years with both national and international Organizations. Dr. Amir is a Ph.D. from Bahria University, Karachi and has published over 100 peer-reviewed research articles and 19 books. His published books have been adopted in the curriculum of reputed universities/regulatory bodies in 11 countries.

Harvard Business Publishing

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

WHERE LEADERS TAKE FLIGHT

THE KSBL MBA EXPERIENCE

Mr. Zohaib Sikander
Class of 2014
Brand Manager
Gum Candy & Beverages
Mondelez International

"The extraordinary teaching methods of inspiring faculty taught me the intricacies of analytical decision making & strategic thinking that have made me a much better management professional today. With the KSBL MBA Program, I gained tremendous knowledge of many facets of the business."

Ms. Tooba Diwan
Class of 2016
Assistant Brand Manager
Unilever

"My experience at KSBL has been incredibly transformative. The MBA program here helped me develop some strong business development competencies and equipped me with skills to overcome complex business challenges."

Mr. Faisal Ahmed
Class of 2014
Area Sales Manager
Engro Foods

"KSBL MBA journey was distinctive in the way that it gave me perspective on how management activities are connected to corporate. It made me uniquely skilled at understanding & analyzing our current business scenario with an open and critical mindset."

Mr. Aisar Ali
Class of 2015
Assistant Director (BPS-17)
National Accountability Bureau
Islamabad Government of Pakistan

"Hailing from a humble regional background of Hunza, KSBL has immensely contributed to my capacity building and personality development. The emphasis on Ethics and Integrity at the institute has played a key role in my career's success since my job requires high-level commitment towards financial, ethical and moral values."

WHERE LEADERS TAKE FLIGHT

MBA CURRICULUM

Our program is designed for the learning needs of students from all educational backgrounds who are ambitious to enhance their career prospects with a prestigious and market-focused MBA degree.

Those with 16 years of relevant education will follow 30-Credit Hours curriculum.

Those with 16 years of education in any other discipline will follow 60-Credit Hours curriculum.



MBA 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 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 a General Management MBA by choosing courses from various electives.

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 MBA 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	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

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	December 9, 2023 onwards
CLASSES COMMENCE	February, 2024

KSBL

KSBL
National Stadium Road,
Opp. Liaquat National Hospital,
Karachi - 74800,
Pakistan

UAN: +92 (21) 111 11 KSBL (5725)
Tel: +92 (21) 38771999 | Ext: 172, 174 & 175
Email: admissions@ksbl.edu.pk

www.ksbl.edu.pk

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