

- 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



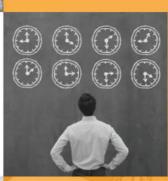
Simulations as a major learning tool



Renowned faculty working/consulting with leading companies across sectors



Flexibility-centric learning for the busy Professional



Attend from anywhere





CREDIT HRS
ELIGIBILITY: 16 YEARS



COURSES

CREDIT HRS
ELIGIBILITY: 16 YEARS

EDUCATION IN BUSINESS		COURSES		EDUCATION IN ANY DISCIPLINE
	1	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 & Al

## 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
- Consumer Insights Analytics
- Web Listening and Social Media
- Brand Management
- Consumer Psychology in Phygital Marketplace

### 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





# 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** 

APPLICATION FEE

PKR 3,000

**ADMISSION FEE** 

PKR 35,000

**PROGRAM FEE** 

PKR 29,000 Per credit hr

Business Education Background
Non-Business Education Background

30 credit hrs 60 credit hrs

- 1 16 years of education at the time of Admission
- 2 Minimum undergraduate CGPA of 2.50
- 3 At least 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









## KSBL

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



Apply Now

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www.ksbl.edu.pk