



EXECUTIVE MBA ADMISSIONS

SPECIALIZATIONS

- Digital Marketing
- Human Resource
- Fintech
- 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

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	Managerial Communication
	Financial Reporting & Analysis
	Managerial Economics
	Marketing Management
	Business Ethics & Law
SEMESTER II	Accounting for Decision-making
	Corporate Finance
	Organizational Behaviour & HRM
	Data Modeling and Decisions
	Operations & Supply Chain Management
SEMESTER I	Information Management
	Market Research
	Business Strategy in the Digital Era
	Macroeconomics & Global Economy
	Islamic Finance
SEMESTER II	Elective I
	Elective II
	Elective III
	Elective IV
	Capstone Project
SEMESTER III	Islamic Finance
	Capstone Project

SEMESTER I

SEMESTER II

SEMESTER III

SEMESTER I

SEMESTER II

SEMESTER III

SEMESTER IV

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 Strategy Content Management Social Media Management Search Engine Marketing Ecommerce 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 Chain Cryptocurrencies Cyber Security Risk & Compliance Machine Learning & AI
HUMAN RESOURCE	<p>In today's dynamic work environment, HR has evolved into a strategic function that drives organizational success. From managing global talent to leveraging HR analytics, this specialization equips students to lead change, shape culture, and align people strategies with business goals.</p>	<p>Career paths</p> <ul style="list-style-type: none"> HR Analytics Talent Acquisition Learning & Development Performance & Compensation Management Organizational Development
GENERAL MANAGEMENT	<p>The General Management specialization offers a comprehensive understanding of key business functions, enabling students to lead across industries with confidence. It emphasizes innovation, strategy, and analytical thinking—ideal for those aiming for versatile leadership roles or entrepreneurial ventures.</p>	<p>Emerging careers</p> <ul style="list-style-type: none"> Business Strategy Project Management General Operations Business Consulting Innovation & Product Management

SPECIALIZATION COURSES

DIGITAL MARKETING	<ul style="list-style-type: none"> Digital Communication Strategy Consumer Insights Analytics Web Listening and Social Media Strategic Brand Management Consumer Psychology in Phygital Marketplace
FINTECH	<ul style="list-style-type: none"> Blockchain & Cryptocurrencies Big Data Application for Business Fintech : Foundations & Applications Financial Modeling & Security Analysis
HUMAN RESOURCE	<ul style="list-style-type: none"> HR Information System (HRIS) Leadership & Change Management Performance & Compensation Management Global HR & Employment Models Managing Talent and Culture Data Driven HR
GENERAL MANAGEMENT	<ul style="list-style-type: none"> Strategic Sourcing Logistics Management Quality & Continuous Improvement Enterprise and SCM Systems Innovation and Design Thinking Business Intelligence & Analytics Systems Analysis & Design Digital Transformation Management Programming for Data Science Data Visualization and Storytelling Ecommerce



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.

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 At least 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





KSBL

National Stadium Road,
Opp. Liaquat National Hospital,
Karachi - 74800,
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[Apply Now](#)

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