



# 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

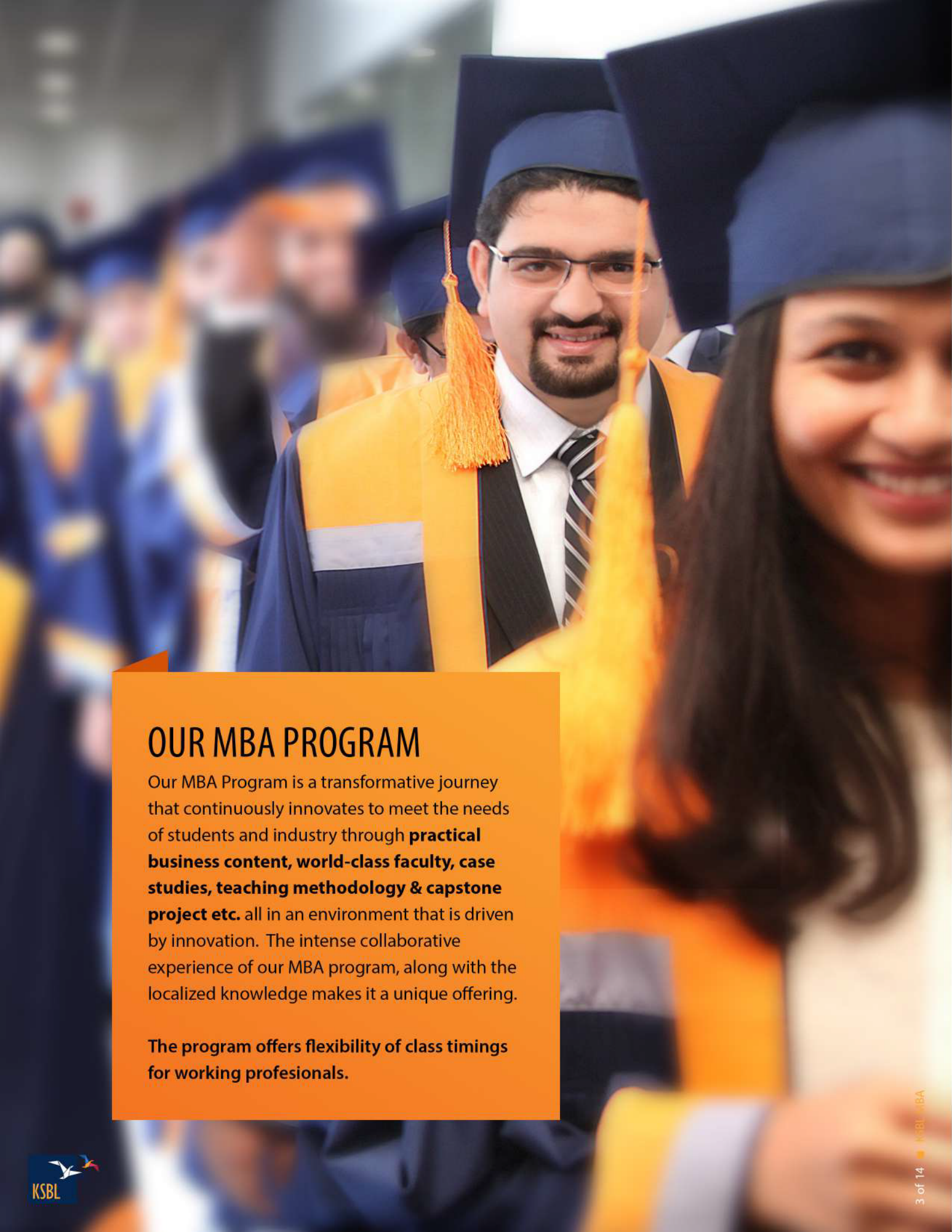
## THE BIG PICTURE, WHY US?

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 professionals.

## 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 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 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.



**Dr. Ahmad Junaid**  
Dean & Acting Rector  
Associate Professor,  
Finance & Accounting

## WORLD-CLASS FACULTY



**Dr. Sheraz Mustafa**  
Associate Professor,  
Economics

Dr. Sheraz Mustafa is an Associate Professor of Economics at KSBL with extensive experience in teaching, research, and program development. He previously taught at Sukkur IBA University, led Economics accreditation efforts, and launched the BS Economics program. Holding a Ph.D. from the University of York, UK, he has published widely, with notable research on taxation and inequality.

## ENGAGING CASE-BASED ANDRAGOGY



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



## 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."





## 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

	<ul style="list-style-type: none"> <li>Managerial Communication</li> <li>Financial Reporting &amp; Analysis</li> <li>Managerial Economics</li> <li>Marketing Management</li> <li>Business Ethics &amp; Law</li> </ul>	SEMESTER I
	<ul style="list-style-type: none"> <li>Accounting for Decision-making</li> <li>Corporate Finance</li> <li>Organizational Behaviour &amp; HRM</li> <li>Data Modeling and Decisions</li> <li>Operations &amp; Supply Chain Management</li> </ul>	SEMESTER II
SEMESTER I	<ul style="list-style-type: none"> <li>Information Management</li> <li>Market Research</li> <li>Business Strategy in the Digital Era</li> <li>Macroeconomics and Global Economy</li> <li>Islamic Finance</li> </ul>	SEMESTER III
SEMESTER II	<ul style="list-style-type: none"> <li>Elective I</li> <li>Elective II</li> <li>Elective III</li> <li>Elective IV</li> <li>Capstone Project</li> </ul>	SEMESTER IV
SEMESTER III	<ul style="list-style-type: none"> <li>Islamic Finance</li> <li>Capstone Project I</li> </ul>	



# 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 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><b>Career paths</b></p> <ul style="list-style-type: none"> <li>Digital Marketing Strategy</li> <li>Content Management</li> <li>Social Media Management</li> <li>Search Engine Marketing</li> <li>Ecommerce Management</li> </ul>
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><b>Some coveted careers</b></p> <ul style="list-style-type: none"> <li>Block Chain</li> <li>Cryptocurrencies</li> <li>Cyber Security</li> <li>Risk &amp; Compliance</li> <li>Machine Learning &amp; AI</li> </ul>
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><b>Career paths</b></p> <ul style="list-style-type: none"> <li>HR Analytics</li> <li>Talent Acquisition</li> <li>Learning &amp; Development</li> <li>Performance &amp; Compensation Management</li> <li>Organizational Development</li> </ul>
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><b>Emerging careers</b></p> <ul style="list-style-type: none"> <li>Business Strategy</li> <li>Project Management</li> <li>General Operations</li> <li>Business Consulting</li> <li>Innovation &amp;</li> <li>Product Management</li> </ul>

## SPECIALIZATION COURSES

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

## 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	30 credit hrs
Non-Business Education Background	60 credit hrs

- 1 16 years of education at the time of Admission
- 2 Minimum undergraduate CGPA of 2.50
- 3 Atleast 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](https://ksbl.edu.pk/applynow)







**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](mailto:admissions@ksbl.edu.pk)

[www.ksbl.edu.pk](http://www.ksbl.edu.pk)



**Apply Now**