

A large, semi-transparent graphic element in the center-right of the page consists of three overlapping triangles pointing towards the right: an orange triangle on the left, a red triangle in the middle, and a blue triangle at the top right. Behind this graphic, there is a photograph of three diverse young adults (two men and one woman) walking and studying together outdoors. They are holding notebooks and backpacks. The background shows a blurred university campus setting.

# KSBL BS MEBA

## FALL 2021 ADMISSIONS

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### SPECIALIZATIONS

Marketing . Fintech . HR

120 CREDIT HOURS 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.



The KSBL Campus,  
Karachi

## THE BIG PICTURE, WHY US?

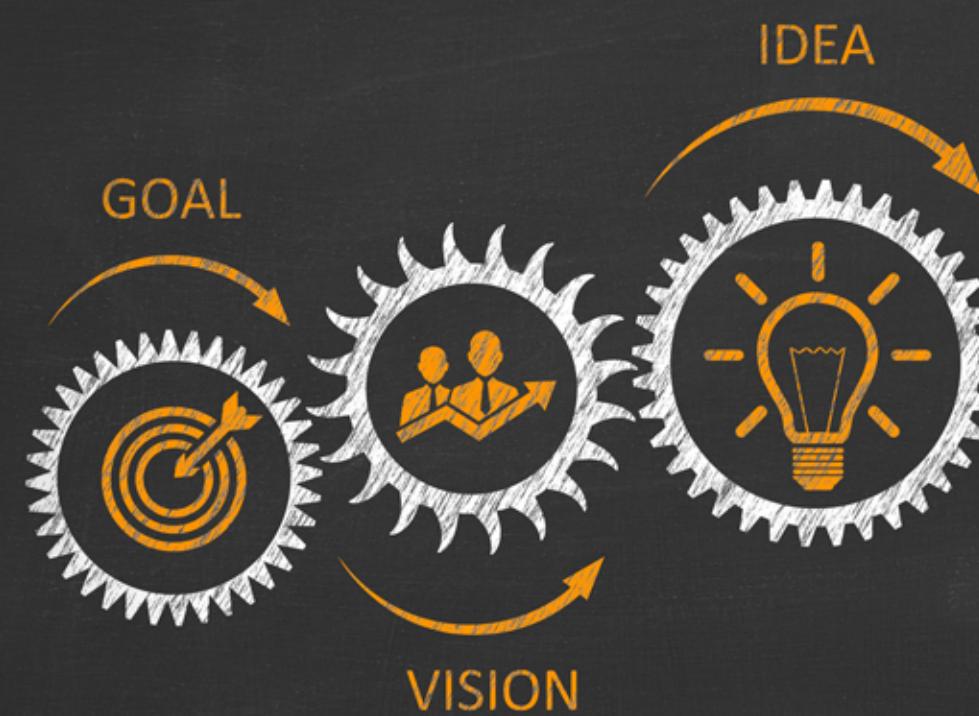
Want to be part of a culturally vibrant intellectual community that we are committed to building? If yes, then KSBL is just the place for you. KSBL prepares you to lead sustainable organizations in a complex and rapidly changing world. Our global group of faculty, advisers, and academic council members 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 BS MEBA

Our BS in Management, Entrepreneurship, and Business Administration (MEBA) is designed with two most important factors in view – your career and professional grooming. The 4-year program trains you holistically on the concepts of management and prepares you to launch your career in a global environment. And because of focus on ethics, sustainability and technology, you are able to explore opportunities and trends in a more effective manner. The deep understanding of core business competencies and the creative pedagogy that instills critical thinking and a wider world view enables you to seamlessly blend into the workforce.



## WHY KSBL BS MEBA

BS MEBA gives you the comprehensive undergraduate training, so you develop an entrepreneurial mindset that is driven by the latest in management and business studies.

After completing this program, you will see yourself involved with new ventures, seeking new opportunities – be it large organizations or start-ups in a rapidly evolving gig economy.

**YOU GET AN OPPORTUNITY TO LEARN FROM THE BEST FACULTY, WITH A DIVERSE MIX OF STUDENTS AS YOUR PEERS.**



## INNOVATIVE TEACHING



■ Dr. Ahmed Junaid  
Associate Professor  
Finance & Accounting

Dr. Ahmad Junaid is an Associate Professor, Cluster Head Finance and Accounting 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. Waheed Umrani  
Associate Professor  
HR & OB

Dr. Umrani has a vast teaching and industry experience along with various teaching cases and published articles in renowned journals to his credit. Dr. Umrani is currently serving as an Independent Director, Board of Directors of Sindh Rural Support Program (SRSP).

## WORLD-CLASS FACULTY

## ENGAGING CASE BASED PEDAGOGY



■ Dr. M. Talha Salam  
Assistant Professor  
Marketing & Analytics

Dr. Talha Salam has over 15 years of experience in academia, consulting and practice of marketing and management. He completed his PhD in Management with a concentration on consumer research from Universiti Brunei Darussalam. He is an active researcher with research interests in the fields of consumer research, marketing, and case study publishing.

## THE KSBL EXPERIENCE

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

"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."

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

"Being a Chartered Accountant & LL.B 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 experienced professionals as class fellows creates an unparalleled learning environment. I would highly recommend the KSBL EMBA experience professionals aiming for future leadership positions."

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

"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."

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

"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."



# KSBL BS MEBA

## TIMESPAN & CURRICULUM

**120**  
TOTAL CREDIT HRS  
3 CREDIT HRS PER COURSE

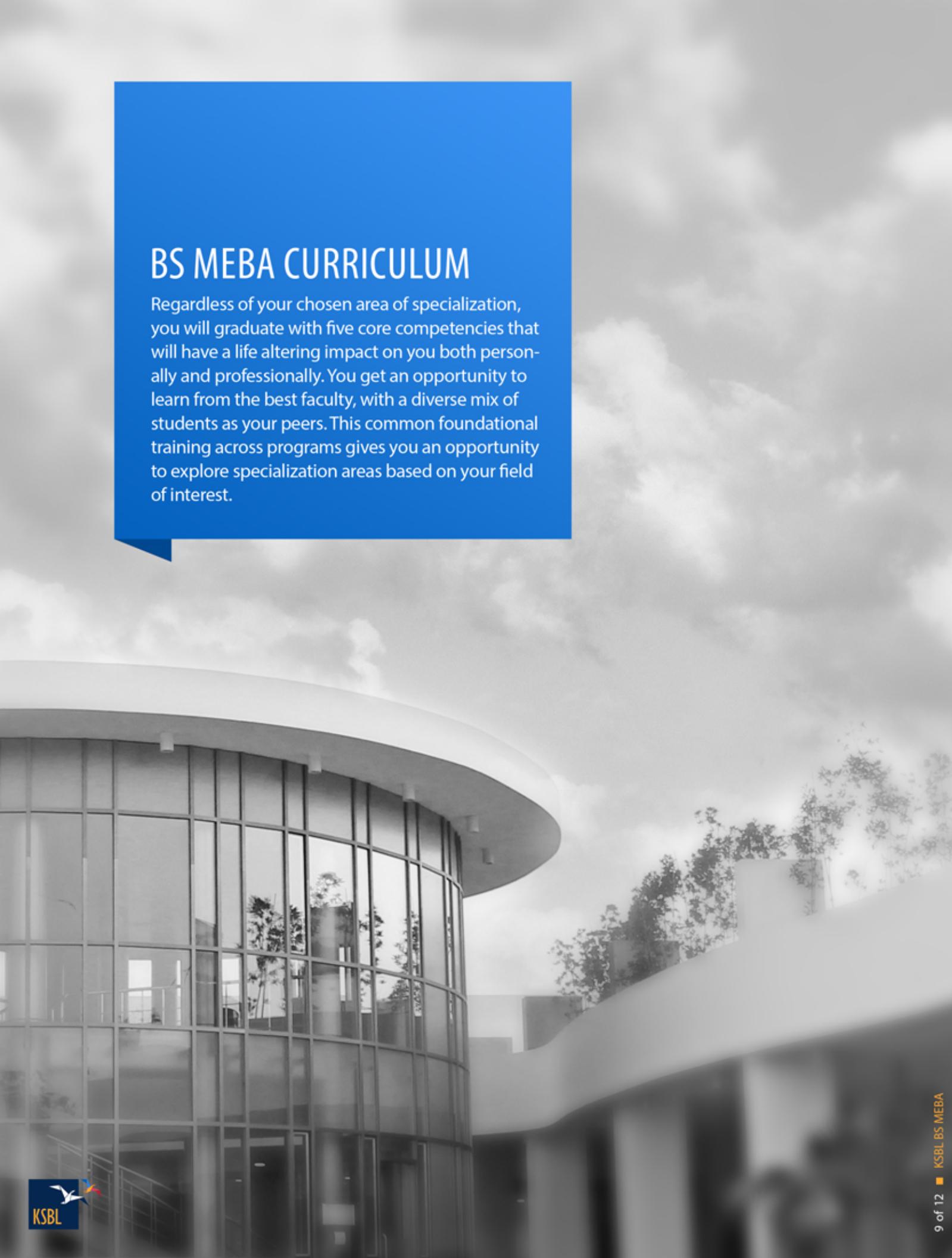
<b>SEMESTER I</b>	<ul style="list-style-type: none"> <li>College Composition</li> <li>College Algebra</li> <li>General Psychology</li> <li>Pak Studies</li> <li>The Scientific Mind: Physical Sciences</li> </ul>	Foundation Foundation Foundation Foundation Foundation
<b>SEMESTER II</b>	<ul style="list-style-type: none"> <li>Gender and Society</li> <li>Speech</li> <li>Introductory Statistics</li> <li>Introduction to Business &amp; Entrepreneurship</li> <li>Managerial Economics</li> </ul>	Foundation Foundation Foundation Core-Entrep. Core-Mgmt/Bus.
<b>SEMESTER III</b>	<ul style="list-style-type: none"> <li>Macroeconomics</li> <li>Introduction to Programming</li> <li>Academic Writing &amp; Critical Thinking</li> <li>Islamic Studies</li> <li>Business Calculus</li> </ul>	Foundation Distribution Foundation Foundation Distribution
<b>SEMESTER IV</b>	<ul style="list-style-type: none"> <li>Data Analysis &amp; Modeling</li> <li>Financial Reporting &amp; Analysis</li> <li>The Scientific Mind: Life Sciences</li> <li>Marketing Management</li> <li>Business Ethics &amp; Law</li> </ul>	Core-Mgmt/Bus. Core-Mgmt/Bus. Foundation Core-Mgmt/Bus. Core-Mgmt/Bus.

# KSBL BS MEBA

## TIMESPAN & CURRICULUM

**120**  
TOTAL CREDIT HRS  
3 CREDIT HRS PER COURSE

<b>SEMESTER V</b>	<ul style="list-style-type: none"> <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. Core-Mgmt/Bus.
<b>SEMESTER VI</b>	<ul style="list-style-type: none"> <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.
<b>SEMESTER VII</b>	<ul style="list-style-type: none"> <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
<b>SEMESTER VIII</b>	<ul style="list-style-type: none"> <li>Globalisation</li> <li>Elective 4</li> <li>Elective 5</li> <li>Capstone Senior Project I</li> <li>Capstone Senior Project II</li> </ul>	Distribution Elective Elective Project Project



# KSBL BS MEBA SPECIALIZATION COURSES

BUSINESS FUNDAMENTALS & CRITICAL LEADERSHIP DEVELOPMENT COURSES  
LEADING TO SPECIALIZATIONS

## BS MEBA 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.

HR

MARKETING

FINANCE

- Learning & Organizational Development
- Building High Performance Teams
- Performance & Reward Management
- Bidding Negotiations for Success
- People Resourcing
- Multiple Perspectives in Leadership
- Power, Politics & Networks

- Intro to Digital Marketing
- Consumer Behavior
- Integrated Marketing Communications
- Sales Management
- Foundations of Marketing Analytics
- Product & Pricing Strategies
- Industrial Marketing

- International Finance
- Banking and Financial Services
- Financial Data Analysis & modelling using Excel
- Capital Markets
- Portfolio Management
- Derivatives and Hedging
- Security Valuation



## 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 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 & TIMELINES



**APPLICATION FEE**  
(Including KMAT FEE of PKR 3,000)

PKR 5,000

**PROGRAM FEE**

PKR 25,000

Per credit hr

### 1 PRIORITY QUALIFICATION

- 12 Years of Education (*any combination of the below*)
- HSSC with min. 60% marks
  - A-Levels or Equivalent (*min. 1B+2Cs and no grade less than C*)
  - IB

### 2 TEST

KSBL Admissions Test

### 3 OTHER REQUIREMENT

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

To Apply for our program,  
please visit:  
<http://bit.ly/ksbl-apply>



KMAT

May 24, 2021  
Onwards

COMMENCEMENT OF CLASSES

Sep 06, 2021



**KSBL**

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



Apply Now

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**Tel:** +92 (21) 38771999 | Ext: 172, 174 & 175  
**Email:** admissions@ksbl.edu.pk

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