



# KSBL MBA

## Fall 2021 Admissions

### PROGRAM DETAILS

#### Specializations

- Digital Marketing
- Fintech
- Talent Management

#### 30 Credit Hours Program

for those with relevant  
background education in business

#### 60 Credit Hours Program

for those with non-relevant  
background education

# KSBL MBA



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 through their contemporary knowledge and ethical decision making.

KSBL MBA, our flagship program, enhances management and leadership skills for a dynamic global environment driven by innovation. KSBL MBA connects students to C-suite executives and accomplished practitioners while they learn from leading faculty. An industry-focused case-based pedagogy gives lifelong perspectives on how organizations can convert challenges into opportunities.

The program can be completed in **30 credit hours (1.5 years)** for those having relevant education in business or in **60 credit hours (2 years)** for those having other qualifications.





# KSBL MBA PROGRAM OVERVIEW



**CASE-BASED  
PEDAGOGY**



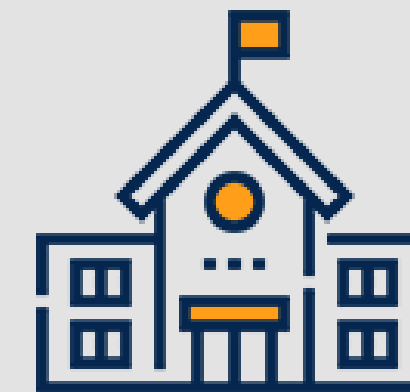
**EXCEPTIONAL PLACEMENTS  
WITH STRONG INDUSTRY  
LINKAGES**



**INTERNATIONALLY  
RENOWNED FACULTY**



**FLEXIBILITY OF SCHEDULES  
FOR WORKING PROFESSIONALS**



**CENTRALLY LOCATED  
MODERN CAMPUS**

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

# KSBL MBA Alumni



**Tooba Diwan**

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.

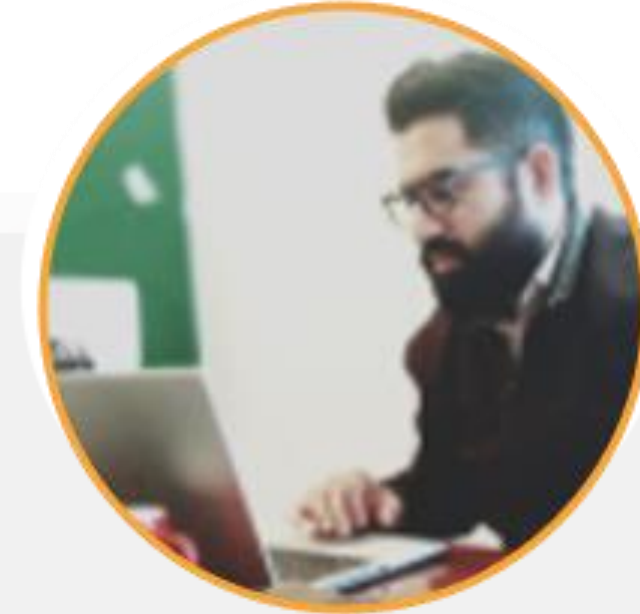


**Zohaib Sikandar**

Brand Manager

**Mondelez International**

The extraordinary teaching methods of inspiring faculty taught me the intricacies of analytical decision making and 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.



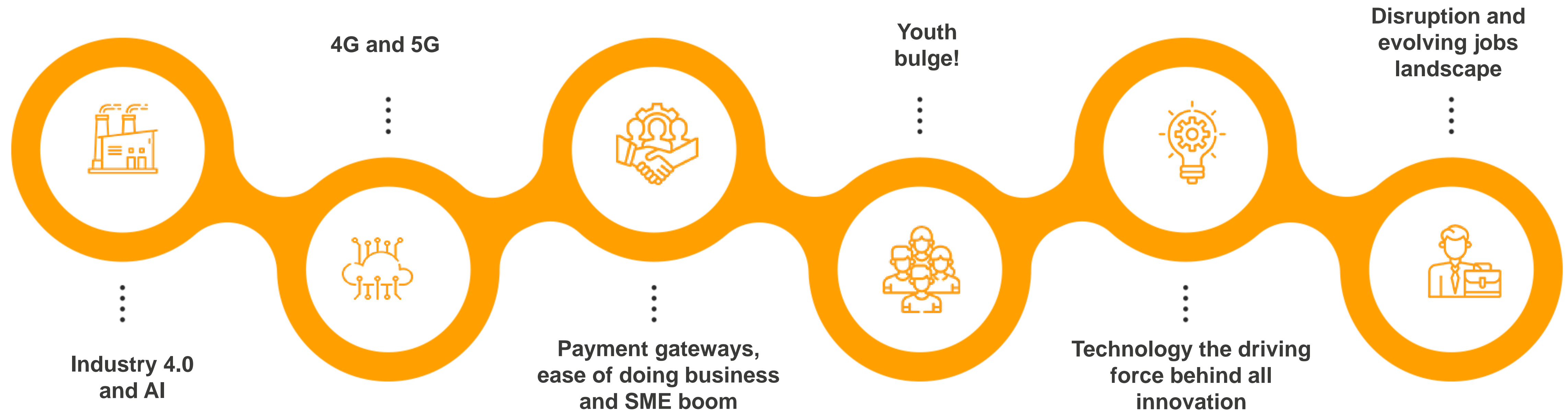
**Faisal Ahmed**

Area Sales Manager

**Engro Foods**

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

# SHIFTING PARADIGMS IN BUSINESS & KSBL MBA SPECIALIZATIONS



Cognizant of these developments,  
KSBL MBA is offering cutting-edge, market-driven specializations in:  
**Digital Marketing | Fintech | Talent Management**

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# KSBL MBA SPECIALIZATION

## 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 for aspiring marketing professionals.

**We have technology, finally, that for the first time in human history allows people to really maintain rich connections with much larger numbers of people.**

Pierre Omidyar  
Technology Entrepreneur & Founder, eBay



**Career paths in Digital Marketing**

- Digital Marketing Strategy
- Content Management
- Social Media Management
- Search Engine Marketing
- Ecommerce Management



# KSBL MBA SPECIALIZATION **FINTECH**

Fintech is at the forefront of modern-day finance. 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.

**Winners will be financial services companies that embrace technology**

Alexander Peh  
Advisory Board Member, Copenhagen Fintech



## **Some coveted careers in Fintech**

- Block Chain
- Cryptocurrencies
- Cyber Security
- Risk & Compliance
- Machine Learning & AI

# KSBL MBA SPECIALIZATION

## TALENT MANAGEMENT

Innovation, remote work, Diversity & Inclusion, Gig economy workforce are among the key trends pushing organizations to be agile. Effective talent management catering to a modern workforce is becoming a challenge in global and local markets alike. Opportunities for skills that serves this new dynamic of human capital are enormous.

**Given the journey that Talent Management is on, we do seem to need new answers to new problems, rather than another retrofit of past practices**

Gyan Nagpal  
Award-winning Talent strategist



**Emerging careers in Talent Management**

- Global Talent Scouting
- HR Analytics
- Strategic HR & Business Continuity
- Virtual Organizational Culture
- Virtual Learning



## KSBL MBA

### 30-credit hour Curriculum

#### Semester I

- Information Governance & Security
- Marketing Strategy
- Macroeconomics and Global Economy
- Human Resource Management Practices\*
- Supply Chain Management\*

#### Semester II

- Islamic Finance
- 6 x Electives\*

#### Semester III

- Capstone Project

All other courses are 3 credit hour each  
Except marked with (\*) are of 1.5 Credit hours

Capstone project is of 6 credit hours

## KSBL MBA

### 60-credit hour Curriculum

#### Semester I

- Data Analysis & Modeling
- Financial Reporting & Analysis
- Managerial Economics
- Marketing Management\* | Consumer Behavior\*
- Business Ethics\* | Business Law\*

#### Semester II

- Corporate Finance
- Information Management
- Market Research & Analysis
- Management & Cost Accounting\*
- Organizational Behavior\*
- Accounting Theory and Practice\*
- Operations Management\*

#### Semester III

- Information Governance & Security
- Marketing Strategy
- Macroeconomics and Global Economy
- Human Resource Management Practices\*
- Supply Chain Management\*
- 2 x Electives\*

#### Semester IV

- Islamic Finance
- 4 x Electives\*
- Capstone Project

# SPECIALIZATION COURSES

## Digital Marketing

- Digital Economy & Innovation
- Digital Communication Strategy
- Marketing Analytics
- Customer Analytics
- Social Media Strategy
- Brand Management
- Mobile Marketing & Innovation
- Ecommerce Systems

## Fintech

- Digital Economy & Innovation
- Fintech and Digital Transformation in Financial Services
- Introduction to Data Science with Python and Tableau
- Innovation and Strategy in Fintech
- Big Data Fundamentals
- Behavioral Finance
- Asset Allocation and Investment Strategies
- Blockchain & Cryptocurrencies

## Talent Management

- Communication & Negotiation Skills
- People Analytics & Decision Making
- Leadership Development in the Contemporary Times
- Culture in Organizations
- Digital HR and Digital Workplace
- Integrated Talent Management Strategies
- Industrial Relations and Labor Law
- Agile Organization

All electives are of 1.5 Credit Hours each, unless specified

Specialization requirement is to take at least 7.5 credit hours and specialization-specific project

# GENEROUS FINANCIAL ASSISTANCE

**Don't let any financial limitations prevent you from**  
pursuing a world-class MBA with cutting-edge, market-driven specializations in  
Digital Marketing, Fintech, and Talent Management



**Need-based**  
financial assistance  
in the form of  
**KSBL Interest-free Loans**



**Merit-based**  
financial assistance  
in the form of  
**Scholarships**



**Third-party**  
financial assistance  
in the form of  
**Loans & Scholarships**

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# ADMISSIONS INFORMATION

## Eligibility

16 years of  
Education  
(in any discipline)

CGPA of 2.50  
or more

## Evaluation Criteria

**Test: KMAT**  
or GRE/GMAT/NTS-GAT

**Interview**  
performance

**CGPA**  
in previous degree

## Fees

**Application Fee**  
PKR 5,000  
Including KMAT fee  
of PKR 3,000

**Program Fee**  
PKR 25,000  
per credit hour

Applications Open: April 19, 2021  
KMAT: starting May 17, 2021

Classes commence:  
September 06, 2021



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**Fall 2021 Admissions**

Apply NOW

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