



# EXECUTIVE MBA

## SPRING 2022 ADMISSIONS

### SPECIALIZATIONS

- . Digital Marketing . Fintech
- . Talent Management . Supply Chain

### 30 & 60 CREDIT HOURS 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?

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 EMBA 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 EMBA

- Learn while you earn (no stop to your career)
- Convenience in schedules and class attendance timings
- Experiential course delivery - 1/3 of all teaching as **retreats**, with professionals and C-Suite executives, leading to collaboration, rethinking perspectives and lifelong connections
- 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
- Transition from foundational knowledge, mastery , onto high impact clout positions and overall growth
- Development of business acumen through reflective discussions, exercises, cases and simulations-on strategy, finance, human capital management, digital transformation, marketing, and professional development

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Attend from anywhere!





"These evolving times are all about having a holistic, digital, and global outlook while making ethics and character the bedrock for sustainability. Whether you are a student gearing up for the gig economy, a socially conscious start-up, or a corporate giant, we all feed into one global system that is enabled by technology and continuous learning.

At KSBL we are geared to become an agile ecosystem that is set to forge lifelong partnerships with all our stakeholders and create global impact, all for the benefit of current and future generations."

■ **Mubashar Hameed**

Rector, KSBL

*Former: Chief Information Officer - General Electric,  
Chief Information & Digital Officer - MoneyGram & Fiserv,  
Pennsylvania Higher Education Assistance Agency*

## THE KSBL EMBA 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 & L.L.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."



WHERE LEADERS  
TAKE FLIGHT

# PROGRAM OVERVIEW



Case-based  
Pedagogy

Renowned faculty  
working/consulting  
with leading  
companies  
across sectors

Flexibility-centric  
learning for  
the busy  
Professional

1/3 of all  
coursework in the  
form of retreats

# EMBA CURRICULUM

**30**  
CREDIT HRS

ELIGIBILITY: 16 YEARS  
EDUCATION IN BUSINESS



## COURSES

- Data Analysis & Modeling
- Financial Reporting & Analysis
- Managerial Economics
- Marketing Management
- Business Ethics & Law
- Accounting for Decision-making
- Corporate Finance
- Information Management
- Market Research & Analysis
- Operations & Supply Chain Management

## SEMESTER I

- Information System Strategy & Governance
- Programming for Data Science
- Organizational Behaviour & HRM Practices
- Macroeconomics & Global Economy

## SEMESTER II

- Islamic Finance
- Business Strategy
- Elective I
- Elective II
- Elective III
- Capstone Project

## SEMESTER III

- Capstone Project
- Islamic Finance

**60**  
CREDIT HRS

ELIGIBILITY: 16 YEARS  
EDUCATION IN ANY DISCIPLINE



## SEMESTER I

## SEMESTER II

## SEMESTER III

## SEMESTER IV

# KSBL EXECUTIVE MBA SPECIALIZATIONS

## DIGITAL MARKETING

**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.

### Career paths

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

## 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.

### Some coveted careers

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

## TALENT MANAGEMENT

**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 serve this new dynamic of human capital are enormous.

### Emerging careers

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

## SUPPLY CHAIN

**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. Supply chain career paths are evolving and thriving with digitization.

### Emerging careers

- Supply Chain Analytics
- Strategic Supply Chain
- Business Continuity
- Business Analytics
- Commodity Specialist
- Demand Planning & Analytics

# SPECIALIZATION COURSES

Specialization requires taking electives of 6 credit hours and Capstone Project from the stream

## DIGITAL MARKETING

- Digital Economy & Innovation
- Digital Communication Strategy
- Marketing Analytics

## FINTECH

- Digital Economy & Innovation
- Big Data with Python & Tableau
- Fintech: Foundations & Applications

## TALENT MANAGEMENT

- Communication & Negotiation Skills
- People Analytics & Digital HR
- Leadership & Change Management

## SUPPLY CHAIN

- Strategic Sourcing
- Logistics Management
- Quality & Continuous Improvement

If the student does not take the required minimum 6 credit hours electives from a specialization, it will be considered a **General Management Executive MBA**.

## ADMISSIONS

Admission at KSBM 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: KSBM 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**  
(Including KMAT FEE of PKR 3,000)

PKR 5,000

**PROGRAM FEE**

PKR 25,000

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 Atleast 5 years of working experience

## SELECTION PROCESS

- 1 Online Application assessment
- 2 KMAT (KSBM 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:  
<http://bit.ly/ksbm-apply>



## KEY DATES & TIMELINES

KMAT

Nov 08, 2021  
onwards

COMMENCEMENT OF CLASSES

Feb 21, 2022



**KSBL**

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Opp. Liaquat National Hospital,  
Karachi - 74800,  
Pakistan



Apply Now

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