



# MBA

## SPRING 2022 ADMISSIONS

### SPECIALIZATIONS

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

**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



## 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. To apply for the financial assistance, please apply to the program.

# SCHOLARSHIPS & FINANCIAL ASSISTANCE PROGRAMS

KSBL endeavours to make business education accessible for everyone, irrespective of socio-economic standing, political views and ethnic background.

We make our programs accessible to deserving learners through our Scholarship and Financial Assistance programs.

## NEED-BASED

NEED-BASED  
FINANCIAL ASSISTANCE IN THE FORM OF  
KSBL INTEREST-FREE LOANS

## MERIT-BASED

MERIT-BASED  
FINANCIAL ASSISTANCE  
IN THE FORM OF SCHOLARSHIPS

## THIRD-PARTY

THIRD-PARTY  
FINANCIAL ASSISTANCE IN THE FORM OF  
LOANS & SCHOLARSHIPS

## 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, and cutting-edge pedagogy, 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 KSB, the opportunities are endless for our graduates who are in-demand with employers. So far 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

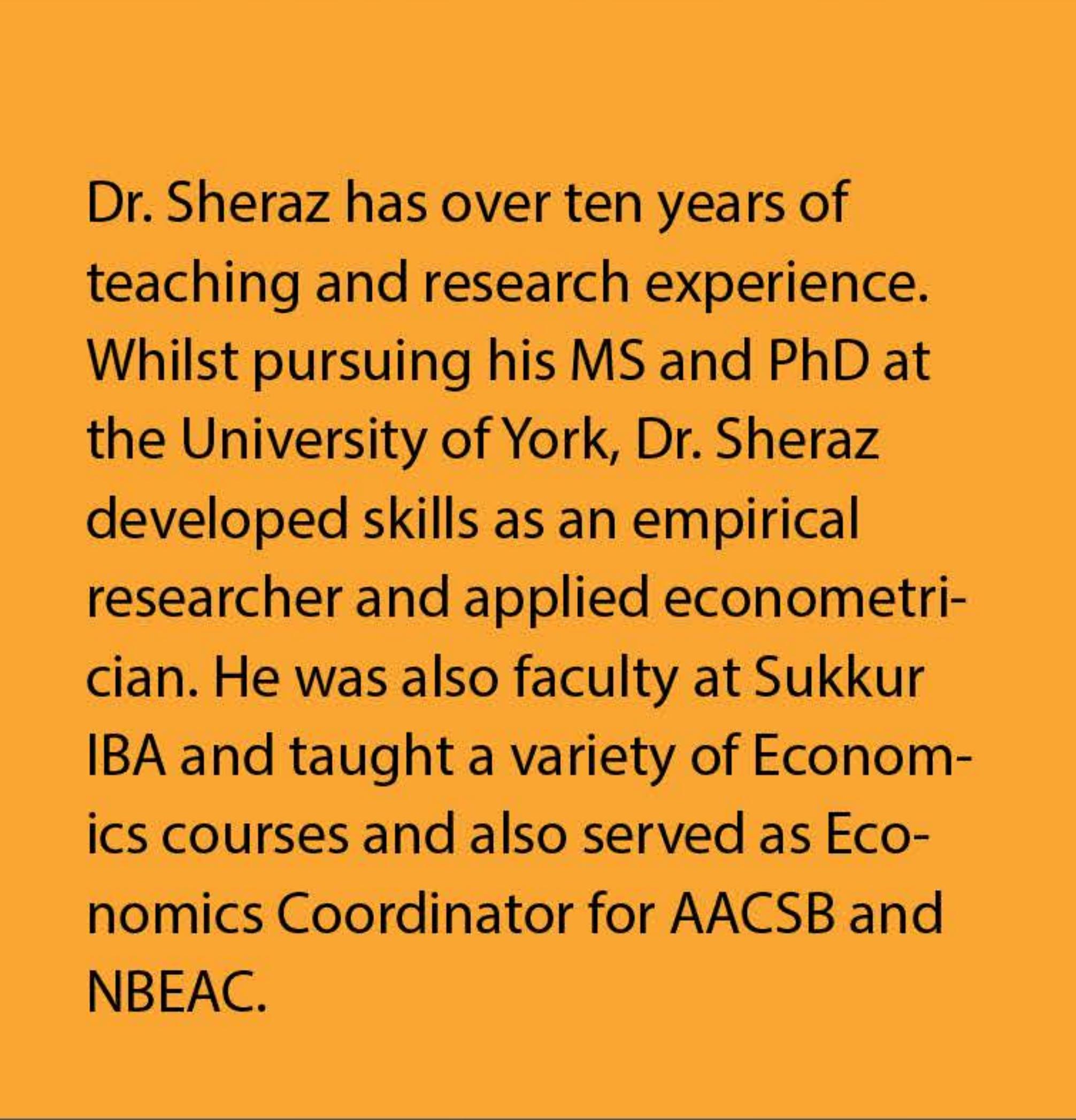
LEAD SUSTAINABLE ORGANIZATIONS IN A COMPLEX AND RAPIDLY CHANGING WORLD.

## INNOVATIVE TEACHING



■  
**Dr. 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. Sheraz Mustafa Rajput**  
Associate Professor  
Economics

Dr. Sheraz has over ten years of teaching and research experience. Whilst pursuing his MS and PhD at the University of York, Dr. Sheraz developed skills as an empirical researcher and applied econometrician. He was also faculty at Sukkur IBA and taught a variety of Economics courses and also served as Economics Coordinator for AACSB and NBEAC.

## ENGAGING CASE-BASED PEDAGOGY



■  
**Dr. Nadeem Javaid**  
Professor  
Strategy & Economics

Dr. Nadeem Javaid holds a PhD in Economics and MS in Innovation and Industrial Dynamics from the University of Nice Sophia Antipolis, France. Dr. Javaid has over 20 years of experience in academia, financial industry and policymaking. He has also served as the Chief Economist for the Government of Pakistan.



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."



**WHERE LEADERS TAKE FLIGHT**

# MBA CURRICULUM

## 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.

30  
CREDIT HRS

ELIGIBILITY: 16 YEARS  
EDUCATION IN BUSINESS

# KSBL MBA SPECIALIZATIONS

We have launched four market relevant specialization options, so our students are able to seamlessly adapt and contribute to the rapidly changing world of business. As a fifth option, students can also opt for General Management MBA by taking electives from different specializations.

## 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.

## FINTECH

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.

## TALENT MANAGEMENT

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

## 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.

## INFORMATION MANAGEMENT

Information Systems is set to become the most promising field with digitization, data and advancement in analytics. Things like processing data, initiating transactions, producing reports, responding to queries and overall data-driven decision making is backed by professionals trained in Information Systems.

### Career paths

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

### Some coveted careers

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

### Emerging careers

- Global Talent Scouting
- HR Analytics
- Business Continuity
- Virtual Org. Culture
- Virtual Learning

### Emerging careers

- Supply Chain Analytics
- Strategic Supply Chain
- Business Continuity
- Business Analytics
- Commodity Specialist

### Career paths

- Information Security Analyst
- Data Manager
- Business Analyst
- Application Development
- Business Intelligence

# 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 Technologies
- Fintech: Foundations & Applications

## TALENT MANAGEMENT

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

## SUPPLY CHAIN

- Strategic Sourcing
- Logistics Management
- Quality & Continuous Improvement

## INFORMATION MANAGEMENT

- Enterprise & SCM Systems
- Business Intelligence & Analytics
- Systems Analysis & Design

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 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

APPLICATION FEE	PKR 5,000
(Including KMAT FEE of PKR 3,000)	
PROGRAM FEE	PKR 25,000
	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  
(Those awaiting results may also apply)
  - 2 Minimum Undergraduate CGPA of 2.50
- 
- 1 Online Application assessment
  - 2 KMAT (KSBM Management Admissions Test)  
NTS-GAT, GRE, GMAT are also accepted
  - 3 Interview by Admissions Committee

## SELECTION PROCESS

## 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**

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)