



# BS MEBA

(Management, Entrepreneurship & Business Administration)

## SPRING 2022 ADMISSIONS

### SPECIALIZATIONS

Marketing . Finance . HR

120 CREDIT HOURS

UNDERGRADUATE 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

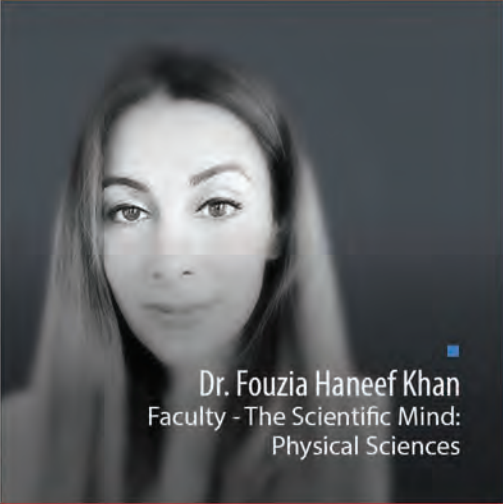
Dr. Ahmad Junaid is an Associate Professor, Cluster Head Finance and Accounting at KSBL. Before joining KSBL he was at IBA as Chairman of Department of Finance and research fellow CBER. He has also taught at various leading international universities in France including Kedge Business School and IAE-AIX graduate school of management in their top ranked programs.



Dr. Faryal Razzaq  
Assistant Professor  
Management Sciences

Dr. Faryal Razzaq has very diverse experience as a seminal academician, master trainer and research consultant. She is also a blogger for national newspapers, influencer, panelist for National TV, philanthropist and Emotional Intelligence/ethics' education advocate. Dr. Faryal is also a Women's rights advocate, instructional designer & member advisory boards of a few business institutions.

WORLD-CLASS  
FACULTY



Dr. Fouzia Haneef Khan  
Faculty - The Scientific Mind:  
Physical Sciences

Fozia has a vast teaching and research experience spanning over 10 years. She is a proponent of up-to-date and innovative technology-led pedagogy and blended learning. She has been a leading player in the use of e-pedagogy and is keen to create opportunities for sharing good practice in teaching and learning across universities within UK and other countries

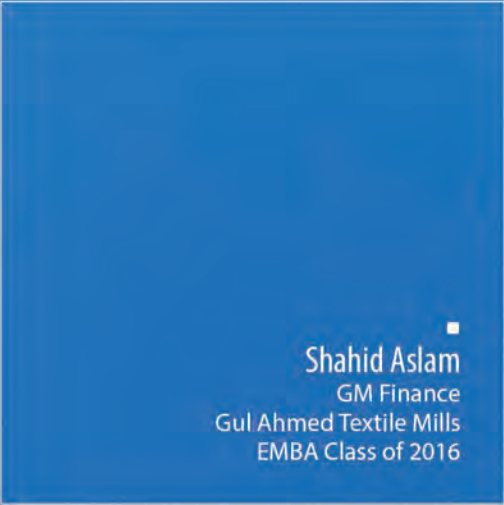
ENGAGING  
CASE BASED  
PEDAGOGY



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

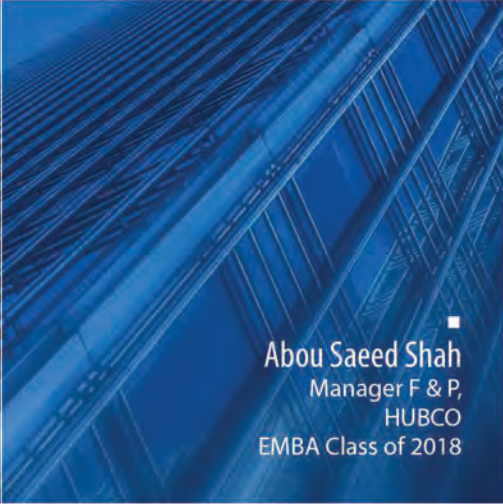


THE KSBL  
EXPERIENCE



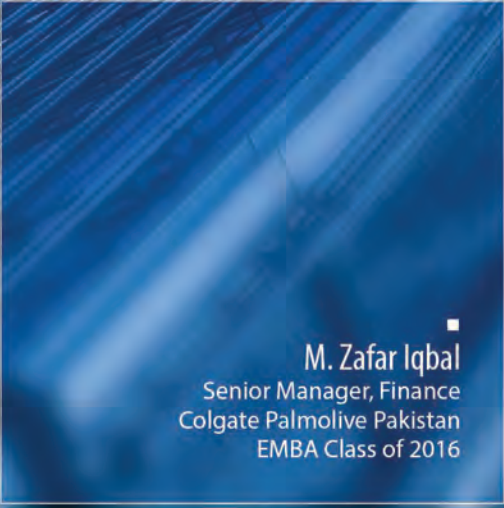
Shahid Aslam  
GM Finance  
Gul Ahmed Textile Mills  
EMBA Class of 2016

"Being a Chartered Accountant & LLB 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

"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."



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."



"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"





# KSBL BS MEBA TIMESPAN & CURRICULUM

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

SEMESTER I	<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>	<ul style="list-style-type: none"> <li>Foundation</li> <li>Foundation</li> <li>Foundation</li> <li>Foundation</li> <li>Foundation</li> </ul>
SEMESTER II	<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>	<ul style="list-style-type: none"> <li>Foundation</li> <li>Foundation</li> <li>Foundation</li> <li>Core-Entrep.</li> <li>Core-Mgmt/Bus.</li> </ul>
SEMESTER III	<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>	<ul style="list-style-type: none"> <li>Foundation</li> <li>Distribution</li> <li>Foundation</li> <li>Foundation</li> <li>Distribution</li> </ul>
SEMESTER IV	<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>	<ul style="list-style-type: none"> <li>Core-Mgmt/Bus.</li> <li>Core-Mgmt/Bus.</li> <li>Foundation</li> <li>Core-Mgmt/Bus.</li> <li>Core-Mgmt/Bus.</li> </ul>

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3 CREDIT HRS PER COURSE

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



## 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.

## KSBL BS MEBA SPECIALIZATION COURSES

BUSINESS FUNDAMENTALS & CRITICAL LEADERSHIP DEVELOPMENT COURSES  
LEADING TO SPECIALIZATIONS

### HR

- Multiple Perspectives in Leadership
- Bidding Negotiations for Success
- People Resourcing
- Power, Politics & Networks
- Performance & Reward Management

### MARKETING

- Consumer Behaviour
- Intro to Digital Marketing
- Integrated Marketing Communications
- Foundations of Marketing Analytics
- Sales Management

### FINANCE

- Portfolio Management
- Derivatives and Hedging
- International Finance
- Financial Data Analysis and modelling using Excel
- 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

**APPLICATION FEE** PKR 3,000  
(Including admission test fee of PKR 2,000)

**PROGRAM FEE** PKR 15,000  
Per credit hr

- 1 PRIOR QUALIFICATION**  
12 Years of Education *(any combination of the below)*
  - HSSC with min. 60% marks
  - A-Levels or Equivalent
  - 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>



**TEST** Nov 08, 2021  
onwards

**COMMENCEMENT OF CLASSES** Feb 21, 2022



Apply Now



**KSBL**

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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)