

THE MBSC EXECUTIVE MBA

**Prince Mohammed Bin
Salman College**
Business & Entrepreneurship



Unlock Your Entrepreneurial Potential	05
Preparing Entrepreneurial Leaders	07
The MBSC Executive MBA Advantage	09
The Executive MBA Curriculum	13
Signature Learning Experience	15
Student Enrichment Program	19
Who is The MBSC Student?	21
Student Life at KAEC	23

Dean's Message

Thank you for your interest in Prince Mohammed Bin Salman College for Business and Entrepreneurship. You have just taken the first step at expanding your future.

By fostering leadership and an entrepreneurial mindset we help you discover how to create value for individuals, organizations and society. You will not only learn how to think about new ventures, new products, new customers, new markets, new delivery channels, new processes; you will also become proficient at effective execution.

Our global faculty deliver knowledge through experiential learning by tightly integrating theory with a wealth of practical experiences. You will create an action-based innovation mindset and strive towards becoming elite through achievement.

Through our partnership with Babson Global, we open a door for you to access world-class education in Saudi Arabia, where you will combine global entrepreneurial knowledge with local practices. With the support of the MISK Foundation, Emaar the Economic City, and Lockheed Martin, we will deliver on our Vision of unlocking opportunities and potential for the development of society in the Kingdom of Saudi Arabia.

I encourage you to have a good look at our School and see what it can do for you.

With us, you expand your future and, subsequently, you will be able to expand futures of others.

Sincerely,
Dr. Zeger Degraeve
Dean





Unlock Your Entrepreneurial Potential

Prince Mohammed Bin Salman College of Business and Entrepreneurship (MBSC) at King Abdullah Economic City (KAEC) brings to Saudi a unique Executive MBA program. It is designed for individuals who want to pursue high quality, entrepreneurially-focused business education at par with international standards, while being in the Kingdom.

This world-class curriculum is designed by Babson Global, a wholly-owned subsidiary of Babson College, the #1 ranked Entrepreneurship College in the USA for almost a quarter of a century and has been customized to meet the regional market needs. It has been customized to meet the needs of a Saudi institution with global vision and reach. The program adopts Babson's unique education approach of experiential learning.

With the MBSC Executive MBA, you will graduate with a mindset that will set you apart in any industry or position. Through exclusive collaboration with Babson Global, we are creating a unique education, which will focus on applied and experiential learning that is practical - providing you with the essential knowledge and skills to create real impact immediately.



“

Our learning experience is tailored to **entrepreneurial leadership development**. We foster entrepreneurship **through experiential learning**.

We do, ideate, design, build, try, and then, we step back, reflect, discuss, read, study.

We learn and move on to a next level.

”

Dr. Joris Van de Klundert
Vice Dean of Academic Affairs
& Professor of Operations Management

Preparing Entrepreneurial Leaders for a Vibrant Country, Region and World

Saudi Arabia is advancing on ambitious transformations. Vision 2030 plans for a transition towards new industries, new technologies, new enterprises, in a knowledge economy, to build a vibrant new society. Prince Mohammed Bin Salman College of Business and Entrepreneurship (MBSC), in King Abdullah Economic City (KAEC) supports and promotes this ambition. We purposefully bring a uniquely tailored MBA program. It is designed to develop entrepreneurial leaders.

The MBSC Executive MBA provides students with the essential knowledge and skills needed for transformation. It develops entrepreneurial leaders for a vibrant new Saudi Arabia, region, and world.



The MBSC Executive MBA Advantage



MBSC offers a robust, rigorous and unique Executive MBA program. It is one of the few in the world and the only one in the region based on **Babson's Unique Entrepreneurial Thought and Action (ETA)®.**

We learn by doing. Our classes and coursework are based on experiential learning. They build the entrepreneurial potential of our students, to become transformative leaders within the communities in which they live and work.

The MBSC Executive MBA Advantage

O1 BENEFIT FROM A WINNING COLLABORATION:

Designed by Babson, the world leader in entrepreneurship education, the program is closely adapted to the reality of the Kingdom and the region. Our global MBSC faculty are locally based, interact with and provide advice to the business community, and are actively involved in the creation and development of an entrepreneurial ecosystem in KAEC, the country, the region and the world.

O2 ENGAGE IN EXPERIENTIAL LEARNING:

At MBSC, we use experiential learning, which puts significant onus on students and requires that they take the lead in their own journey. It demands students to be active, create experiences and reflect on these experiences - as opposed to passively following lectures, or reproducing knowledge provided by the professor. The corresponding active, explorative, and constructive attitude forms the basis for an entrepreneurial mindset, in and beyond the classroom.

O3 LEARN FROM THE BEST MINDS:

The Executive MBA program faculty are truly global and have been carefully chosen from hundreds of applicants from around the world. Locally-based, trained at Babson College, and engaged with the business community, our Professors have degrees from the world's best universities, and are experienced educators with extensive research portfolios and a strong business and entrepreneurship background.

TANGIBLE BENEFITS FOR YOUR LIFE AND WORK

01 Build Essential Knowledge and Skills

You will be able to draw upon deep functional knowledge and multiple academic perspectives concurrently to shape comprehensive responses to business challenges and opportunities.

02 Think & Act Entrepreneurially

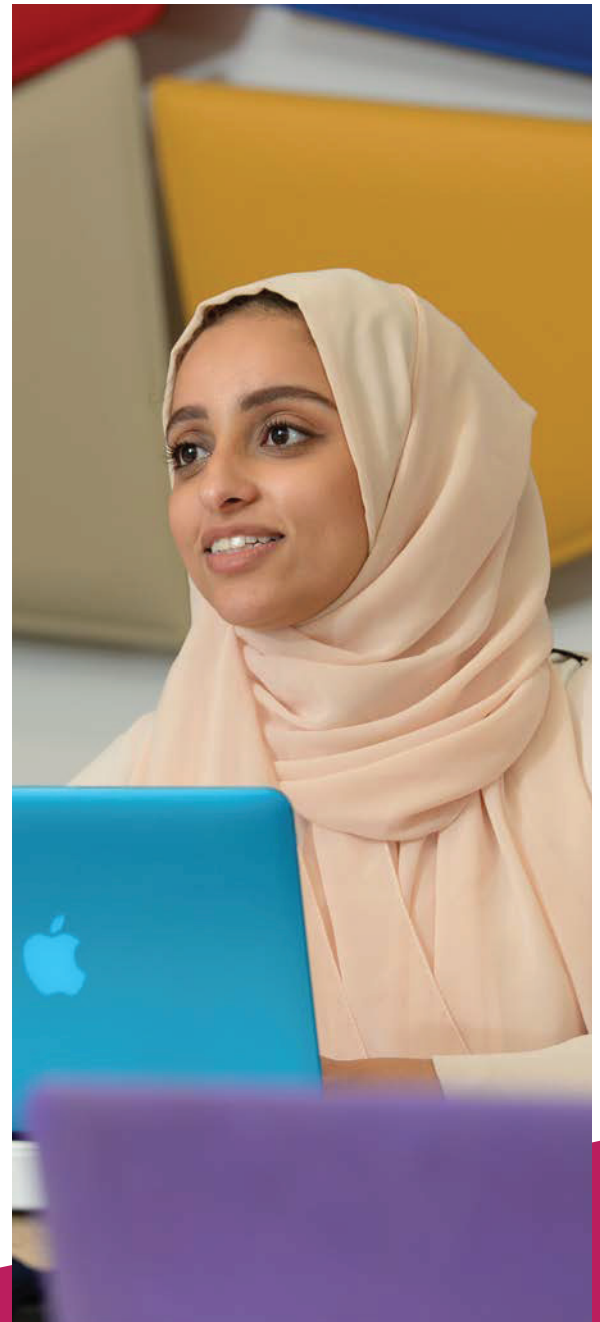
The Executive MBA is designed to give you the ability to balance business fundamentals with an entrepreneurial mindset and be capable to address opportunities and challenges arising within today's fast-evolving economic environments. It develops an attitude of Entrepreneurial Thought and Action (ETA)[®], as trademarked by Babson College.

03 Expand Your Network

Study alongside and learn from a diverse student body and grow your personal and professional networks. Get access to the most exclusive circles of entrepreneurs, mentors, investors, and corporates through our networking events, our co-curricular and extracurricular programs and career development opportunities

The Executive MBA Curriculum

Our program gives you the skills you need to adopt an entrepreneurial attitude and leadership style. It combines hard functional skills with soft interpersonal skills. You will learn to switch from analytic thinking to creative thinking. All to build your capability to lead innovations that create economic and social value, wherever you may be.



----- MBSC Executive MBA: 21 Months' Duration -----

	Fall 2019		Spring 2020		Summer 2020
SLE	<p>SLE 1 IDEATE</p> <p>Identify entrepreneurial opportunities that contribute to societal and economic transformation in the region</p>	<p>SLE 2 DESIGN</p> <p>Designing the;</p> <p>1- start-up 2- scale-up 3- corporate entrepreneurial opportunity</p>	<p>SLE 3 ENGAGE</p> <p>In developing the;</p> <p>1- start-up 2- scale-up 3- corporate entrepreneurial opportunity</p>	<p>SLE 4 LEAP (Opportunity 1)</p> <p>Leaping into the market;</p> <p>1- start-up 2- scale-up 3- corporate entrepreneurial opportunity</p>	<p>SUMMER TERM Abroad</p> <p>Intense summer courses in a compressed format</p>
	Entrepreneurial Mindset	Marketing Management	Operations Management	Strategy & Growth	Elective 2
MBA Courses	Economics for Managers	Global Connections Through Technology	Financial Accounting / Finance	Managerial Accounting	Elective 3
	Fall 2020		Spring 2021		Summer 2021
	Managing & Leading Organizations	International Business Law	Sales Management	Business, Government and the International Economy	
	Decision Analysis	Entrepreneurial Finance	Elective 1	Capstone	

Signature Learning Experience

A core component of the MBSC Executive MBA incorporates is the **Signature Learning Experience (SLE)**. It is a set of experiential courses that specifically develop your entrepreneurial leadership. In these courses, you start your own business, or scale it up, or pursue an entrepreneurial opportunity within an existing business. You learn entrepreneurship based on entrepreneurial experiences. The SLE courses are supported by a network of mentors and MBSC's Venture Lab. Every year, several of our students are finalists and prize winners in national and international competitions.

The MBSC Signature Learning Experience (SLE)

The SLE is an experientially-based course that supports students to develop and grow entrepreneurially and to reflect on their business initiative as well as their individual and team-based leadership skills. It integrates the various disciplinary-based, functional components of the Executive MBA program; applies them to an entrepreneurial venture; and functions as an incubator for Entrepreneurial Thought and Action® leading to the creation of social, environmental and economically viable business solutions for the Kingdom of Saudi Arabia and internationally.

To foster and strengthen collaboration and networking between students, students undertake the IDEeL® SLE together, working intensely to establish and grow a start up, scale up or corporate entrepreneurship venture.





The MBSC IDEeL® SLE contributes 10 credits to the MBA course, and comprises four consecutive stages across three pathways as follows:

SLE 1	SLE 2	SLE 3	SLE 4
IDEATE	DESIGN	ENGAGE	LEAP
	1. Start Up Pathway		
	2. Scale Up Pathway		
	3. Corporate Entrepreneurship Pathway		

All students begin their SLE journey together on the IDEATE SLE course, and upon completing it, they apply for their preferred pathway.

The SLE program consists of faculty-led taught sessions, as well as sessions with distinguished guest speakers and seasoned mentors. However, the majority of the sessions will be experiential with students working practically on their entrepreneurial start up, scale up or corporate entrepreneurship venture in small groups.

Advice to Prospective Students from Previous Students:

Hind Al-Otaibi: “SLE is a safe space to try new things, to win and lose, gain and lose. No matter what, you think and believe you will improve and **change the way you think**”.

Haruna Mahama: “Do not miss any SLE classes and always attend team meetings **well prepared**”.

Omar Fal Al-Shangiti: “Spend at least 2 hours daily on your SLE project and your mindset should go **beyond the fulfilment of the MBA requirements**”.

Khaled Albloushi: “You are not immune to mistakes, own them and learn on the go, and do not delay your SLE preps as **most of the work lies on you**”.



Student Enrichment Program

MBSC is committed to ensuring that life at KAEC is stimulating in every way, emotionally, spiritually, physically, academically and professionally.

To this end, students will benefit from services, facilities and networks at their disposal that will support their learning journeys at MBSC in a myriad of ways.

Students will benefit from:

- A highly customized and immersive Orientation Program for each cohort
- Career Advisory & Development
- Leadership Coaching opportunities for all students
- Workshops
- Mentoring
- Career Seminars
- Live Case Competitions
- Networking Opportunities

These will serve one or more of the following areas of focus:

Communication & Leadership

Excel in the art of communication and prepare for leadership in any organization.

Career, Business & Entrepreneurship

Benefit from MBSC as a platform to further their knowledge, network, access, skills, opportunities, and exposure. Social and Service oriented allowing the MBSC community to serve local, regional and global communities through purpose-driven initiatives.

Globally Engaged

Engage with the external world to further their knowledge, network, access, skills, opportunities, and exposure; as MBSC is both locally and globally informed to host international participants with an interest in the country or region.

Health & Wellbeing

Create work-life balance and to ensure mental and physical wellbeing.

WHO IS THE MBSC STUDENT?

MBSC students are high achievers with an excellent academic and professional background. They are entrepreneurial, energetic, eager; with a real appetite for advancing their entrepreneurial professional pathway. Typically, they have at least 3 years work and management experience. We embrace diversity in backgrounds, academic qualifications, industries and businesses, nationalities, as well as personal and social commitments.





Life at KAEC

We are strategically located in the emerging King Abdullah Economic City, the city provides a clean and healthy environment, that allows students to unwind and enjoy the many social and sports activities on offer. These include parks, a marina, a world-class leisure center, karting and Championship level golf course.



NetZone Courts

Outdoor multipurpose courts available for visitors. Basketball, soccer and tennis



Royal Greens

The beautiful beachside 18-hole championship golf course, designed to offer an unparalleled golfing experience. The majestic clubhouse boasts a panoramic view of the Red Sea and offers an exclusive members area with private dining, a board room, cigar room, library, executive business center and other luxury amenities.



Juman Park

The park features a mini golf course, tennis and beach volleyball courts, a children's playground, a swimming pool, exercise and bicycle stations, expansive lawn areas for picnic and play, and an amphitheater.



YAM Beach

The first public beach. located on Bay La Sun's pristine shoreline.



Marina Promenade

Students and visitors can enjoy a walk along Bay La Sun's beautiful beachfront, where there is an array of cafes, restaurants and casual dining options.

WHAT'S NEXT?

We look forward to welcoming you at MBSC

Visit mbsc.edu.sa for details about everything you've read in this brochure, and much more. You'll find opportunities to ask questions via email and to register for online and in-person events.

Please feel free to contact us with any questions about qualifications, academics, the application process, the MBSC experience, or anything else related to our Executive MBA program.








Become a Leader

For more information please contact
the Executive MBA admission team
admissions@mbsc.edu.sa

f **@** **t** **mbsckaec**

“You will **engage in real-world projects** through an action-based learning model **based on Babson’s** unique approach to entrepreneurship education. You will be able to **apply learning immediately.**”

Take the next step that will **Unlock your Potential**

For more information please contact the MBA admission team admissions@mbsc.edu.sa
www.mbsc.edu.sa |    [mbsckaec](https://www.facebook.com/mbsckaec)

in collaboration with

