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كلية الأمير  
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لِلإدارة وريادة الأعمال  
**Prince Mohammed  
Bin Salman College**  
Business & Entrepreneurship  
KAEC • RIYADH



THE MBSC  
**EXECUTIVE  
MBA**  
Be Distinctive



# **THE MBSC EMBA**

Be Distinctive

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# Executive MBA

## MISSION STATEMENT

The Executive MBA program of Prince Mohammed Bin Salman College (MBSC) aspires to build graduates who create economic and social value in new or existing businesses, government, social and philanthropic organizations, or as next next-generation leaders in family enterprises. They will be capable of managing the present while recognizing, shaping, and acting on opportunities that create the future, in particular in relation to Vision 2030.





# Message From

THE DEAN

Thank you for your interest in Prince Mohammed Bin Salman College of Business and Entrepreneurship. You have just taken the first step towards 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 and 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 collaboration 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 the futures of others.

**Sincerely,  
Dr. Zeger Degraeve**

# The Kingdom's World-Class Business School

FROM HERE FOR HERE

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

This world-class curriculum is designed in alignment with Babson Global, a wholly-owned subsidiary of Babson College, the #1 ranked Entrepreneurship College in the USA for nearly a quarter of a century, and has been customized to meet the needs of the regional market. It has been tailored specifically for Saudi institutions with global vision and reach. The program adopts Babson's unique instructional 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 an exclusive collaboration with Babson Global, we create a unique education that will focus on hands-on and experiential learning that is practical, providing you with the essential knowledge and skills to create real impact immediately.



MBSC was established in 2016 in collaboration with Babson Global, a wholly-owned subsidiary of Babson College ranked #1 for its undergraduate and MBA entrepreneurship programs (U.S. News & World Report) for over two decades.

# Preparing Entrepreneurial Leaders for a Vibrant Country, Region, and World

Saudi Arabia is advancing in ambitious transformations. Vision 2030 plans for a transition towards new industries, new technologies, and new enterprises, in a knowledge economy, to build a vibrant new society. MBSC supports and promotes this ambition. We purposefully bring a uniquely tailored Executive MBA program. designed to develop entrepreneurial leaders.

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





*“Our learning experience is tailored to entrepreneurial leadership development. We foster entrepreneurship through experiential learning. We ideate, design, build, try, and then, we step back, reflect, discuss, read, and study. We learn, implement and then move on to the next level.”*

**Dr. Larissa v. Alberti-Alhtaybat,**  
Vice-Dean Programs and Associate Professor  
of Accounting

# Executive MBA





MBSC presents a distinctive Executive MBA (EMBA), globally relevant, uniquely tailored to respond to the needs of the Saudi and regional markets, and closely aligned with Vision 2030. It is delivered in the key cities of Riyadh and KAEC, offering access to both the heart of business & government in Saudi Arabia in addition to the MBSC campus city that delivers an immersive learning experience for students. The Executive MBA is offered in a unique modular format for a four-day long weekend each month to suit the needs of an engaged student body pursuing their careers in conjunction with their academic journey.

**Program:**

44 Credit Hours

**Schedule:**

Wednesday to Saturday

4 Full Days (Once a Month)

**Duration:** 18 Months

**Starts:** September

**Location:** Between Riyadh and King Abdullah Economic City (KAEC)

# The MBSC Executive MBA

## ADVANTAGE

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

As transformational leaders within communities, 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.

## **1 BENEFIT FROM A WINNING COLLABORATION:**

Designed in alignment with Babson Global, the world leader in entrepreneurship education, the program is closely adapted to the realities of the Kingdom and the region. Our global MBSC faculty are locally-based, interact with and advise 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.

## **2 ENGAGE IN EXPERIENTIAL LEARNING:**

At MBSC, we use experiential learning, which requires students to take the lead in their own journey. It demands they 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.

## **3 LEARN FROM THE BEST MINDS:**

The Executive MBA program faculty are truly global and have been carefully selected from hundreds of applicants from around the world. Trained at world-class institutions, our locally-based professors engage with the business community. Each of our professors has obtained degrees from the world's top universities and they are all experienced educators with extensive research portfolios and strong business and entrepreneurship backgrounds.

# The Executive MBA

## CURRICULUM

Our program provides you with the skills you need to adopt an entrepreneurial attitude and leadership style. It combines challenging functional skills with soft interpersonal skills. You will learn to transition 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 EMBA

## PROGRAM PLAN


Course Title	Credits
Entrepreneurial Mindset	2
Economics for Managers	2
Decision Analysis	2
Signature Learning Experience	2
Marketing Management	2
Financial Accounting & Finance	2
International Business Law	2
Signature Learning Experience	3
Managerial Accounting	2
Operations Management	2
Strategy & Growth	2
Signature Learning Experience	3
Elective #1	2
Elective #2	2
Elective #3	2
Sales Management	2
Managing & Leading Organizations	2
Entrepreneurial Finance	2
Communication and Presentation Skills	2
Business, Government and the International Economy	2
Capstone	2
	44

# Tangible Benefits for YOUR LIFE AND WORK

You will be able to draw upon deep functional knowledge and multiple academic perspectives simultaneously to form comprehensive responses to business challenges and opportunities

The Executive MBA is designed to give you the ability to balance business fundamentals with an entrepreneurial mindset and meet the opportunities and challenges arising within today's rapidly evolving economic environments. It develops an attitude of Entrepreneurial Thought and Action (ETA)<sup>®</sup>, as trademarked by Babson College.

Study alongside and learn from a diverse student body and expand your personal and professional networks. Gain 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.



**1** Build Essential  
Knowledge  
and Skills



**2** Think & Act  
Entrepreneurially



**3** Expand Your  
Network

# MBSC Signature

## LEARNING EXPERIENCE (SLE)

A core component of the MBSC Executive MBA program incorporates the Signature Learning Experience (SLE). Comprised of a set of experiential courses that specifically develop your entrepreneurial leadership, these courses require students to start their own business, scale it up, or pursue an entrepreneurial opportunity within an existing business. Students learn entrepreneurship through entrepreneurial hands-on experiences. SLE courses are supported in a number of ways, for instance through a network of mentors or the MBSC Venture Centre. Each year, several of our students are finalists and award winners in national and international competitions.

SLE is a set of experientially-based courses that support students in developing and growing entrepreneurially and to reflect on their business initiative as well as their individual and team leadership skills. SLE integrates the various discipline-based, functional components of the Executive MBA program; applies them to an entrepreneurial venture; and functions as an incubator for Entrepreneurial Thought & Action® leading to the creation of social, environmental, and economically viable business solutions for the Kingdom of Saudi Arabia and the world. Students undertake the Ideate Design Engage (LEAP) IDEeL® SLE together, to foster and strengthen collaboration and networking while working intensely to establish and grow a startup, scaleup, or corporate entrepreneurship venture.

## All students begin their SLE journey together on the IDEATE SLE course and, upon completion, apply for their preferred pathway.

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

The MBSC IDEeL<sup>®</sup> SLE contributes up to 10 credits to the EMBA course, and comprises four consecutive stages across three pathways as follows:

SLE 1	SLE 2	SLE 3	SLE 4 (Elective)
ENGAGE	LEAP	IDEATE	DESIGN

1. Start Up Pathway

2. Scale Up Pathway

3. Corporate Entrepreneurship Pathway



# The Executive MBA

## ELECTIVES



**Specific Electives are  
Required for Each  
Concentration**

## Summer@Babson College

All Executive MBA students must take three electives to graduate. The electives are chosen from MBSC's College-wide electives portfolio, which spans a wide range of topics, including organizational power and politics, negotiations, mergers & acquisitions and integrated marketing communications, depending on availability. Part of our electives portfolio is our Summer@Babson Offering

To offer our students a truly world-class education, we provide a select number of our Executive MBA students with the opportunity to participate in the MBSC elective offering sponsored by Babson Global. This week-long experience is conducted by Babson College faculty in Massachusetts, U.S.A. Eligible MBSC students will be able to experience Babson's Entrepreneurial Thought & Action® methodology first-hand. During the warm summer months, MBSC's chosen students will experience Babson's Entrepreneurial Thought & Action methodology first-hand, where it was conceived.



# Concentrations

If a student is interested in specializing in Executive MBA-related fields, MBSC offers a concentration in the following field:

## Healthcare and Wellbeing Leadership concentration:

Health sector transformation is one of the critical components in support of realizing Vision 2030. The Ministry of Health's Vision Realization Office is working on the sector's transformation to value-based healthcare services that focus on the prevention and promotion of healthy lifestyles and well-being Kingdom wide. The most recent initiative was launched in 2022, after quality and efficiency were the focus of the initial transformation efforts, in the context of including strategy, accounting, change management, and introducing a well-being mindset to the sector.

With MBSC's world-class education delivered here in the Kingdom, there is an ideal opportunity to develop healthcare and well-being leaders ready to propel the Saudi Healthcare sector toward Vision 2030 and beyond. This concentration also provides a unique opportunity for healthcare professionals among EMBA and MIM students to create their network at MBSC and learn from and engage with each other.



Motivation  
Personality  
Behavior

FACTFULNESS

OPTION B

BUILT FOR BIRTH

helping people change

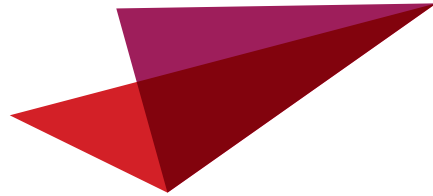
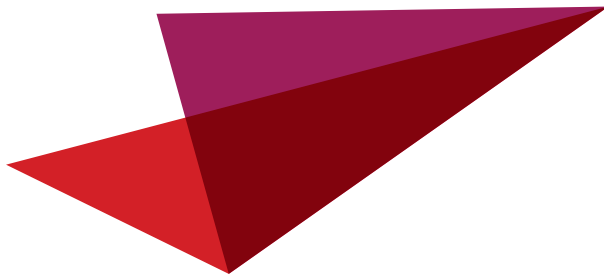
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# Program Goals

## 1

### **Deep Functional Knowledge of Business Disciplines**

Upon completing the program, graduates of MBSC's EMBA will demonstrate functional depth in business disciplines and integrate this knowledge to respond to and take advantage of various business challenges and opportunities.



## 2

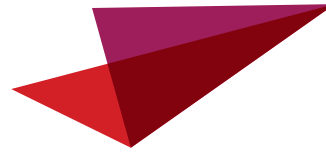
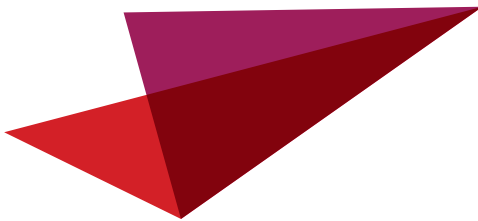
### **Entrepreneurial Thought, Action, and Critical Thinking**

EMBA graduates will transition between entrepreneurial and predictive logics, depending on market uncertainty. Regardless of logic, graduates will use critical thinking skills to identify or interpret a problem or opportunity, test assumptions, analyze and evaluate relevant data, and present a well-reasoned solution.

# 3

## **Values, Context, and Leadership in a Diverse World**

EMBA graduates will lead and work in diverse teams while demonstrating a sense of purpose guided by self-understanding and from understanding the historical and cultural contexts in which they live and operate.



# 4

## **Reasoning and Communicating with Quantitative Methods and Technology**

EMBA graduates will reason quantitatively; develop and modify models inductively; utilize technology to access, synthesize, and analyze data; and communicate conclusions accurately and effectively.

# Accelerate your Career

WITH MBSC

**%50**

of EMBA graduates  
are employed at  
Director level or above

**%61**

of our graduates  
had an increase in  
salary of up to **%31**

**%60**

have successfully  
progressed to a  
preferred role

# Previous Students'

## ADVICE TO PROSPECTIVE STUDENTS

“SLE is a safe space to try new things, to win and lose, succeed and fail. No matter what you think and believe, you will improve and change the way you think.”

**Hind Al-Otaibi**

“Spend at least 2 hours daily on your SLE project and your mindset should go beyond fulfilling the EMBA requirements.”

**Omar Fal Al-Shangiti**

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

**Haruna Mahama**

“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 relies on you.”

**Khaled Albloushi**

# Impacting Futures

## STUDENT SUCCESS STORIES

*From Coordinator at Napco to Strategic Capabilities at PIF*

**Bayan Alsairy**

*From Head of Trauma and Critical Care unit at King Abdulaziz Medical City to Assistant Deputy Minister of HR Development at the Ministry of Health.*

**Sami Alsolamy**

*Was appointed as a member in the Saudi Shura Council*

**Dr. Maha Al Senan**

# EMBA Program Application REQUIREMENTS

1



An undergraduate degree  
(accepted candidates  
will be asked to provide  
an attested copy of  
the degree.)

2



Undergraduate transcript(s)  
with a cumulative  
GPA of 3.0 (on a 4.0 scale)  
or 3.75 (on a 5.0 scale)  
at the undergraduate level  
from a recognized college  
or university or a major  
GPA of 3.0 (on a 4.0 scale)  
in the major required courses  
from the degree obtained.

3



Personal statement  
(essay)

4

Resume or CV



5



**Referee evaluations**  
(MBSC will require information to submit the evaluation, for example, name, title, email and phone number).

1 evaluation from a faculty member/  
1 evaluation from employer

OR

2 evaluations from non-academic referees

6

Test Score



One of the following (required):

- IELTS (Academic): 6
- TOEFL iBT: 78
- TOEFL ITP: 550

One of these is highly desirable & recommended for an Academic Merit Award:

- GMAT
- Executive Assessment

Instruct the Educational Testing Service (ETS) to send your official scores directly to "Prince Mohammed Bin Salman College"

- TOEFL Code: C098
- GMAT Code: MDG-8S

# Selection

## AND ADMISSION

The Admissions Committee is responsible for selection, admission, and enrollment of each cohort of graduate degree programs with the aim of ensuring that cohort selection is an integrated approach to ensuring a coordinated, collaborative and diverse pool of students enrolled in the college.

# Admissions

## AND SCHOLARSHIP CYCLE



\*Rolling Admissions means we continue to accept and review applications until the program is filled to capacity.



► **October**  
Admissions Open

# Apply Now Through Our Online Portal

BE AN ENTREPRENEURIAL LEADER

Visit [mbsc.edu.sa](http://mbsc.edu.sa) for details about everything you have 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 contact us with any questions about qualifications, academics, the application process, the MBSC experience, or anything related to our Executive MBA program.



# How To Apply

The Admissions office will only accept online applications that are complete and submitted. Incomplete applications will not be verified until fully completed and submitted..

Interested applicants can apply by filling in the online Admission application (for admissions dates, please refer to the admissions calendar on our website).

## The Following Simple Steps Should Help You In Completing Your Application:

- Create your account through the Admission online application.
- Complete all required fields.
- Upload all required documents.
- Once you have submitted your application, you should receive a confirmation email.

*The Admissions team will contact you for an interview if you are shortlisted.*

# Location

The MBSC EMBA program takes advantage of two strategic locations within the Kingdom: King Abdullah Economic City (KAEC) and Riyadh, the capital city. The aim is to ensure students gain exposure to the hub of financial, business and government activities, while also experiencing the regional business environment during their time in KAEC. They will also immerse themselves in campus activities and have opportunities to network locally and with outstanding students enrolled in other degree programs at MBSC.





“*My dream as a young man in Saudi Arabia, and the dreams of men in Saudi Arabia are so many, and I try to compete with them and their dreams, and they compete with mine, to create a better Saudi Arabia.*”

**His Royal Highness Prince Mohammed bin Salman.**

Any information in this brochure is subject to change without prior notice by MBSC. The college will not be held liable for any harm, damage, or financial loss caused by this information.

## Keep in Touch

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[www.mbsc.edu.sa](http://www.mbsc.edu.sa)

Or

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