



MBSC August Newsletter

MBSC

Case Center

Dr. Aseel's latest case study, "Saudi Nation Branding and Football Stars," has gained significant attention since its release. It explores football's role as both a sport and cultural phenomenon, highlighting how emerging stars and Saudi clubs are reshaping the competitive landscape.

[Discover More](#)

Saudi Nation Branding: a Football Lens

Dr. Aseel Alghamdi

Read the Full Case at MBSC Case Center

MBSC CASE CENTER



Events

MBSC Healthcare Club

Innovation in Leadership and Healthcare transformation, a discussion led by our students for our students with Awad Al-Omari (Chief Medical Officer at Dr. Suliman Al Habib Medical Group) as the main keynote speaker. Our EMBA students, Manal Alnemry and Mohammed Hassan Almohammadi were leading the discussion.

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Events

MBSC at Oxford

An inspiring visit for 55 MBSC students to Oxford University, filled with new experiences and impactful lectures led by Dr. Yasser Bhati. During their stay, the students visited Oriol College, Brasenose College and Said Business School, all located within the realm of Oxford University, our students very much enjoyed their time in completing the "Strategy Through Scenario Planning" course.

[Discover More](#)



Events

MBSC Day at The Garage

August 1st 2024 was MBSC Day at The Garage, a great initiative led by Faisal Gabil, to introduce MBSC entrepreneurs to a leading hub for start-ups that helps businesses develop during their start-up phase. During this event our EMBA alumnus Abdulrhaman Almohammadi was recognized with an award for his initiative in connecting the two entities.



Highlights



As the world celebrates World Entrepreneurship Day, MBSC is proud to announce the establishment of our Student and Alumni Entrepreneurs' Hub.

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Saleh Al-Sultan

In these testimonies students share their excitement while they embark through a challenging learning experience.

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MDN Graduation

Modon celebrates the graduation of 23 leaders from the Advanced Leadership Program offered by our Executive Education.

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Testimonials MiM Students

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