



كلية الأمير
محمد بن سلمان
للإدارة وريادة الأعمال

Prince Mohammed
Bin Salman College
Business & Entrepreneurship

KAEC • RIYADH

**EXECUTIVE
EDUCATION**

I ❤️ MBSC



**MBSC
EXECUTIVE
EDUCATION**

PROGRAM PORTFOLIO 2025



Message From the Dean



Zeger Degraeve, Ph.D.

MBSC Executive Dean & Professor of Decision Sciences

Thank you for considering our school as a partner in your leadership journey.

At MBS College, we take pride in our experiential and hands-on approach to teaching and learning. Our programs are designed to empower leaders like you with not only the knowledge to drive impact and create value but also the skills and attributes to make an immediate difference in your organization and beyond.

We look forward to supporting you in achieving your goals.

WELCOME TO

Prince Mohammed Bin Salman College (MBSC) of Business & Entrepreneurship

Executive Education

Prince Mohammed Bin Salman College of Business & Entrepreneurship (MBSC) is committed to developing courageous and creative leaders who seize opportunities and drive transformation in the Kingdom of Saudi Arabia. Established through an international partnership with Emaar The Economic City, Babson Global, and Lockheed Martin, and with the support of the MiSK Foundation, MBSC adopts Babson College's renowned hands-on, experiential learning approach.

At MBSC Executive Education, we take this mission further as a premier national hub for executive development, delivers programs that equip leaders with the knowledge and skills to drive organizational growth and achieve continuous professional development.

Our programs are thoughtfully designed to immerse participants in Saudi Arabia's dynamic economic landscape while connecting them to global business perspectives.

With a strong emphasis on excellence and lifelong learning, MBSC Executive Education aligns with the Kingdom's vision to build a knowledge-based economy, empowering leaders to unlock their full potential and drive sustainable success.

2025

OPEN ENROLLMENT PROGRAM	LENGTH	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	FEE/SAR	
Leadership Essentials	5 Weeks	Jan 19 - Feb 18		Ramadan Eid Al-Fitr				Jul 20 - Aug 19						8,900	
Finance for Non-Finance Managers	4 Weeks	Jan 26 - Feb 17							Aug 10 - Sep 1						6,500
Leading Digital Transformation	5 Weeks						May 1 - Jun 2								7,800
NEW Financial Excellence	3 Days						18 - 20								15,000
NEW Leading Sustainable Business	2 Days								6 - 7						15,000
NEW AI, Machine Learning and Big Data <i>Lead the Future</i>	3 Days								27 - 29						14,000
NEW Executive Wellness for High-Performance Leadership	2 Days								24 - 25						12,500
NEW Leadership in Real Estate Finance and Investment	3 Days										7 - 9				15,000
Healthcare Strategy	3 Days										7 - 9				14,900
NEW Leading Change Through Strategy Execution	3 Days											26 - 28			11,900
Finance for Non-Finance Executives	3 Days												2 - 4		8,900
Advanced Leadership	2 Modules 3 Days Each												M1. Nov 9 - 11 M2. Nov 30 - Dec 2		22,500
Women in Leadership	3 Days												23 - 25		14,900
Strategic Reframing <i>The Oxford Scenario Planning Approach</i>	3 Days													7 - 9	11,900

*Program descriptions are outlined in the next sections.

 In-Person - Riyadh

 Live-Online

*Earn a Certificate in Business Excellence when completing 3 programs with MBSC ExecEd or complete a modular program in more than one subject area. For a personal consultation, contact our Advisory team at Consultation@execed.mbsc.edu.sa Or +966 544 603 880. Program dates, scheduled, faculty, and fees are subject to change.



MBSC Executive Education 2025 Program Description

NON-EXHAUSTIVE

MANAGEMENT & LEADERSHIP

Advanced Leadership | 2 Modules - 3 Days Each - In-Person | 3 Faculty Members

This program is designed to provide managers with the mindset that allows their leadership capabilities to continue expanding and improving throughout their lives. It is for leaders already leading departments organizations, exploring the transition into more strategic roles.

Women In Leadership | 3 Days - In-Person | 3 Faculty Members

This inspiring, participants-centric program is developed by a team of experts in women's leadership development. It comprises a range of learning pedagogies, including action learning, problem-solving, and critical reflection. It enables active engagement and encourages open discussions where self-awareness is fostered and nurtured.

Customer Experience Management (CX) | 2 Days - In-Person | 2 Faculty Members

This program focuses on designing meaningful experiences, mastering CX management, driving value co-creation with customers, and harnessing the power of purpose to deliver exceptional experiences. Through hands-on activities, real-world case studies, and industry-standard tools, you'll gain the skills to design, manage, and deliver CX that drives business success.

NEW **Executive Wellness for High-Performance Leadership (eWHIL)** | 2 Days - In-Person | 2 Faculty Members

This program empower leaders to priorities well-being while driving professional success, aligning with Saudi Arabia's Vision 2030 focus on healthy human capital. Covering physical, nutritional, emotional, social, spiritual, intellectual, and environmental wellness, eWHIL provides practical techniques to boost resilience and leadership. Participants gain personalized wellness plans, learn stress management, and acquire skills to foster wellness in their organization, supporting a productive, resilient workforce essential for Vision 2030's goals.

NEW **Leading Sustainable Business** | 2 Days - In-Person | 2 Faculty Members

This program offers a comprehensive introduction to sustainability, focusing on the balance between economic, social, and environmental factors. Participants will explore the United Nations Sustainable Development Goals (SDGs) and examine business models through the circular economy framework, understanding its role in driving sustainability. Designed for professionals, the program equips them with the tools to align organizational objectives with global sustainability goals.

Leadership Essentials | 5 Weeks - Live-Online | 2 Faculty Members

This program equips leaders with frontier-of-knowledge tools and leadership skills through practically applicable scenarios and eventually helping their followers/associates become leaders. It's for high-potential professionals ready for more significant growth.

STRATEGY & CHANGE MANAGEMENT

NEW **Leading Change Through Strategy Execution** | 3 Days - In-Person | 2 Faculty Members

Most business strategies fail to produce positive results, and most strategic goals are not reached as planned to leave them with unfulfilled goals and wasted resources. The program addresses this critical gap by supporting leaders to understand the reasons behind these failures and equipping them with the skills to craft and implement effective strategies. The program will guide leaders through the process and focus on bridging the gap between the vision of their organization and the current reality.

Strategic Reframing *The Oxford Scenario Planning Approach* | 3 Days - In-Person | 2 Faculty Members

This program follows the rigorous methodological and practical steps outlined in the Oxford Scenario Planning Approach. Representatives of organizations will question long-held assumptions, correct decision-making biases, review existing strategies, and reach out to multiple stakeholders through a relatively new strategic tool - scenario planning.

HEALTHCARE

Healthcare Strategy | 3 Days - In-Person | 2 Faculty Members

This program brings together interdisciplinary teams of clinicians, managers, economists, and technologists to envision their sector's future beyond 2030. They will work together to brainstorm how better to prepare themselves and their organizations for the future.

"Build Scenarios For the Future of Healthcare Beyond the 2030 Transformation"

MBSC Executive Education 2025 Program Description

NON-EXHAUSTIVE

FINANCE & ACCOUNTING

Finance for Non-Finance Executives | 3 Days - In-Person | 3 Faculty Members

In today's business landscape, balancing financial and non-financial performance is vital for executive success. This program equips leaders with tools to drive value creation using the integrated reporting framework and key performance indicators (KPIs) to evaluate success. Participants will refine decision-making through financial analysis, align strategies with goals, and navigate stakeholder expectations to achieve sustainable growth.

Finance for Non-Finance Managers | 4 Weeks - Live-Online | 2 Faculty Members

This program provides a comprehensive foundation to accounting and finance principles and practices, which supports managers in understanding the financial impact of their decision and incorporating the financial perspective into their decision-making.

Financial Excellence | 3 Days - In-Person | 2 Faculty Members

This program is for those driving financial growth and value creation, this program provides practical insights to master business financials for sustainable success. Participants will gain tools to navigate market complexities and risks, achieving a strategic view on planning and sustaining financial excellence. The course covers real-life applications, strategies for daily financial scenarios, and ways to handle financial challenges and conflicts.

Your Strategic Choice For Value Creation

Leadership in Real Estate Finance and Investment | 3 Days - In-Person | 3 Faculty Members

This program support leaders to manage and finance real estate investments, including residential, commercial and mixed-use projects. With rapid urbanization and raising demand in Saudi Arabia, participants will gain a strategic insights into financial structuring, investment analysis, valuation, and risk management. Build leadership skills execute deals, manage portfolios, and drive sustainable growth and development in real estate.

DIGITAL INNOVATION IN BUSINESS

NEW AI, Machine Learning and Big Data *Lead the Future* | 3 Days - In-Person | 2 Faculty Members

The program provides information and skills needed to strategically integrate technologies into global strategies. Lead innovation initiatives and fosters a culture of adaptability and creativity within their organizations, ultimately contributing to their professional growth and development. Participants will gain a comprehensive understanding of the transformative potential of AI, machine learning, and big data in shaping industries. Through interactive sessions and case studies, they will learn to harness these technologies to optimize decision-making, streamline operations, and create data-driven strategies that drive sustainable growth and competitive advantage.

Leading Digital Transformation | 5 Weeks - Live-Online | 1 Faculty Member

This program will utilize IT and IS required for Digital Transformation, a socio-technical issue involving technology processes and humans. It will discuss IT and IS's strategic importance for businesses and utilizing social media, cloud computing, business analytics, managers, industry 4.0, Digital Transformation of services and companies, and decision-making with IT and IS.



Action Steps

- 1 Practice and improve your ability to drive change and create value
- 2 Take swift, smart, small actions with & through others
- 3 Adapt and innovate by learning quickly and testing new ideas
- 4 Build organizational support, while learning from both successes and failures
- 5 Inspire and encourage others to actively contribute to shared goals

Expanded Expertise for Customization

Choose topics that align with your interests and support your goals.

MANAGEMENT & LEADERSHIP

- Advanced Management
- Advanced Leadership
- Women In Leadership
- Effective Decision-Making For Leaders
- Managing Power & Politics in Organization
- Family Business Management
- The Family Enterprise Legacy For The Next Generation
- Leadership Essentials
- Leadership & Team Building

- Networking & Negotiation
- Innovation & Creativity
- Innovation in Problem-Solving
- Executive Wellnesses for High Performance Leadership
- Leading with Resilience, Inclusivity and Agility for Vision 2030 and Beyond Program
- Behavioral Economics
- Service Excellence & Operation Management
- Leadership of Business Excellence *"Corporate Governance & Sustainability Leadership"*

ENTREPRENEURSHIP

- From Idea to Market
- Entrepreneurial Leadership
- Entrepreneurial Growth and Innovation
- Entrepreneurial Thinking

- Corporate Entrepreneurship
- Fundamental Accounting Practices for Entrepreneurs
- Changemakers, Social Entrepreneur, & Innovation
- Project Management For Entrepreneurs

STRATEGY & CHANGE MANAGEMENT

- Strategy & Execution
- Change Management
- Lead Through Change With Strategy Execution

- Strategy Under Uncertainty
- Leading Innovation Strategy *"Disrupt or Be Disrupted"*
- Strategic Reframing *"The Oxford Scenario Planning Approach"*

FINANCE & ACCOUNTING

- Finance for Non-Finance Managers 1.1
- Finance for Non-Finance Executives 1.2
- Financial Excellence *"Sustaining Corporate Financial, Non-Financial Performance, and Value Creation"*
- Driving Corporate Performance
- Balance Scorecard

- Corporate Finance Strategy for Leaders
- Advanced Corporate Finance Strategy & Leadership
- Entrepreneurial Finance for Leaders & Innovators
- Leadership in Real Estate Finance & Investment
- Strategic Project & Infrastructure Finance
- Strategic Financial Management for Healthcare Leaders

HEALTHCARE

- Healthcare Strategy

- Strategic Financial Management for Healthcare Leaders

DIGITAL INNOVATION IN BUSINESS

- Leading Digital Transformation
- Leading Digital Marketing
- Integrated Marketing & Communications
- Customer Experience Management

- Cybersecurity
- Artificial Intelligence in Business
- Leading the Future: AI, Machine Learning and Big Data
- Transformative Innovation Program *"Design Thinking & Advancing Digital Transformation"*

PERSONALIZED SOLUTIONS FOR ORGANIZATIONS *(Examples of Successful Customized Programs for Clients).*

- Leading With Excellence** *"Inspirational Leadership, Leading Teams for Performance Excellence & with Business Acumen"*
- Management & Leadership Effectiveness** *"Collaboration, Innovation, Engagement, Experience & Result-focused"*
- Executive Development** *"Leading With Strategy, Intuition, & Financial Growth"*

- Leadership Development** *"Personal & Organizational Leadership, Leading Change, Scenario Planning, Digital Transformation, & Effective Decision-Making"*
- HIPO Development** *"Cultivating Entrepreneurial Minds"*
- Advanced Entrepreneurship** *"Idea Generation, Opportunity Recognition, Accessing, & Financial Resources"*
- Personal & Career Development** *"Executive Coaching"*

Meet The MBSC Faculty



Haya Al-Dajani, Ph.D.

Professor of Entrepreneurship,
Director of the Signature Learning
Experience



Aseel Alghamdi, Ph.D.

Assistant Professor of Marketing



Khaldeon Al-Htaybat, Ph.D.

Professor of Accounting



Othman Alolaih, Ph.D.

Assistant Professor of Finance



Yasser Bhatti, Ph.D.

Associate Professor of Strategy and
Innovation, Academic Director of
the MM Program



Georgios Daskalakis, Ph.D.

Professor of Finance, Academic
Director of the MM Program



**Kimberly Deatherage-Mominah,
Ph.D.**

Instructional Assistant Professor of
Organizational Behavior



Zeger Degraeve, Ph.D.

Executive Dean



Tarek El Masri, Ph.D.

Assistant Professor of Accounting



Joel Evans, Ph.D.

Associate Professor of Management,
Academic Director of the Executive
MBA Program



Rhea George, Ph.D.

Instructional Assistant Professor of
Economics



Ali Hajar, Ph.D.

Assistant Professor of Management
Science



Abdulrahman Hariri, Ph.D.

Assistant Professor of
Entrepreneurship



Farzad Khan, Ph.D.

Professor of Strategy



Adnan Maalaoui, Ph.D.

Professor of Entrepreneurship



Chara Makri, Ph.D.

Assistant Professor of Operations
Management



G. Mujtaba Mian, Ph.D.

Professor of Finance



Muhammad Azam Roomi, Ph.D.

Professor of Entrepreneurship



James Ryan, Ph.D.

Professor of Organizational
Behavior



Aasmahan Sandokji, Ph.D.

Assistant Professor of
Organizational Behavior



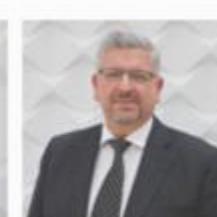
Ahmed Sewaid, Ph.D.

Associate Professor of Finance



Timofey Shalpegin, Ph.D.

Associate Professor of Operations



Nikolaos Tzokas, Ph.D.

Professor of Marketing



Larissa Von Alberti, Ph.D.

Vice Dean of Programs and Faculty,
Professor of Accounting

Our faculty comprises renowned global experts with extensive experience in teaching, research, and consulting, shaping MBSC's distinctive entrepreneurial programs and character.

Faculty Members

MBSC Certification

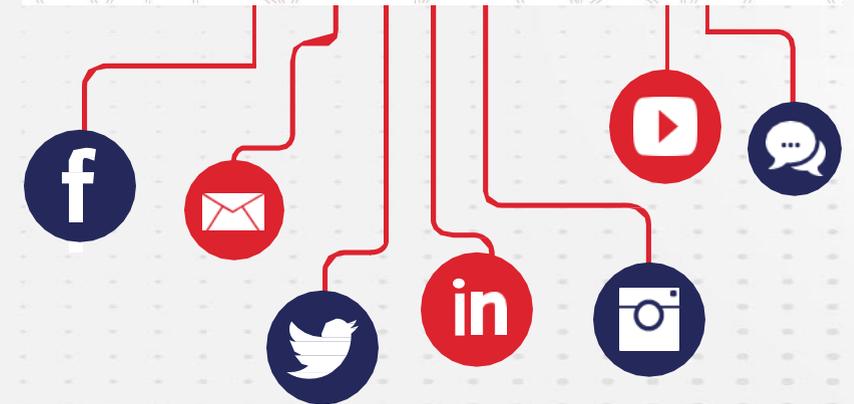
After successfully completion of the program, leaders are awarded one of two types of certificates to recognize their efforts, which confirms their participation and engagement in the program in its entirety.

Depending on the nature of the program: **A Certificate in Business Excellence (CBE)** or a **Certificate in Business Specialty (CBS)**.

When participants complete a modular program in more than one subject area, they will earn a **Certificate in Business Excellence (CBE)**. (E.g. Certificate in Business Excellence in General Management Program).

When participants complete a program in one subject area, they will earn a **Certificate in Business Specialty (CBS)** in Leadership, Marketing, Change Management, Finance, or Strategy.

All executives will receive an authenticated verified **Digital Certificate via email that can be **shared on their LinkedIn** feed and updated on their profile.*



EXECUTIVE
EDUCATION

ATTENDANCE POLICY

75% of the program duration or session hours

Based on attendance, participants may receive a Full or Partial Completion Certificate.

- **Full Completion Certificate:** complete the entire program with at least 75% attendance.
- **Partial Completion Certificate:** complete part of a modular program but do not meet the full attendance requirement. This certificate specifies the modules completed.

Participants who do not meet this requirement will be ineligible for a certificate.

WE ARE HERE FOR YOU...

If you have additional questions or require any customization inquiries for finding the program that suits your needs, contact the MBSC Executive Education Advising team.

Email: Consultation@execed.mbsc.edu.sa

Mobile: [+966 54 460 3880](tel:+966544603880)



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