



كلية الأمير  
محمد بن سلمان  
للإدارة وريادة الأعمال  
Prince Mohammed  
Bin Salman College  
Business & Entrepreneurship  
KAEC • RIYADH

**EXECUTIVE  
EDUCATION**

# MBSC

## EXECUTIVE EDUCATION

Corporate Brochure



# Areas of Expertise

**FILL OUT THE FORM**

## 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 Wellness 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
- ☐ 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

- ☐ Leading Healthcare Transformation

## 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 ORGANIZATION-SPECIFIC COMPETENCIES

*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"*

# Introduction

## ABOUT MBSC

Prince Mohammed Bin Salman College (MBSC) of Business & Entrepreneurship aims to develop courageous and creative leaders who generate opportunities in the Kingdom. The college was established through an international partnership with Emaar The Economic City, Babson Global, and Lockheed Martin, with support of its partnership with MiSK Foundation, MBSC emphasizes experiential learning through Babson College's hands-on approach.

The college blends project-based education with mentorship and co-curricular activities to build entrepreneurial leadership skills. With world-renowned faculty and experts, MBSC adheres to international standards, offering Executive Master's programs and short Executive Education courses that immerse students in Saudi Arabia's dynamic economic environment and connect them to a global business perspective.

## MBSC MISSION

To foster leadership and entrepreneurial thinking through the creation, application and dissemination of business and entrepreneurship knowledge, in service of individuals, organizations and society.

## ABOUT MBSC EXECUTIVE EDUCATION

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.

## MBSC Executive Education Value Proposition

As a business school for executives, **we are dedicated to:**



Upskill and empower executives  
in KSA and the region



Develop the region's thought  
leadership



Encourage new ways of thinking  
to solve business and leadership  
challenges



Facilitate transformations and  
growth for organizations in  
response to the progressive  
needs of the Kingdom



Use regionally centric and curated  
case studies which enhance real-  
life learning, decision-making, and  
critical thinking



Fill gaps in the executives'  
knowledge and skills—and  
prepare to expand their  
contribution to their organizations

**Through...**



World-class  
faculty



Effective  
pedagogical  
tools



State-of-the-  
art facility



# Philosophy Learning Approach

At MBSC and our partner - [Babson](#), through our research with successful managers and leaders worldwide, we have discovered that **learning quickly** is one of the most critical management and leadership skills today. Most of us learn in two ways - either through;



## Analysis

- Learn through systematic research, predictive modelling, strategic planning, & due diligence
- It's how we were taught in school & how we're often trained as managers
- It's critical for long-term execution and success; however,
- It's often too slow or inappropriate when dealing with uncertainty & quick decisions



## Action

- Learn quickly through action & in uncertain situations
- Generate small early wins
- Develop a more entrepreneurial, action-oriented mindset
- Understand when & how to use both analysis & action
- Learn to coach & build a rapid learning mindset in others
- Apply the learning to one of your current projects by;

Developing a plan to practice & improve your ability to learn fast, act quickly, drive change, and create value



### Action Steps

- Take swift, smart, small action steps with & through others
- Learn fast, understand new realities, test new ideas with customers & key stakeholders, build support across the company, learn from success &, as importantly, from failure
- Inspire & engage more people in our efforts

## Academic Partnership

As our Academic Partner, [Babson College](#), through [Babson Global](#), a wholly owned subsidiary of Babson College (USA), Babson has provided advisory services to MBS College. The advice ranged from curriculum design to Faculty hiring, training and joint research opportunities, and administrative and organizational support.

Most efforts have focused on achieving world-class quality standards that have facilitated the School's application to national and international accreditation bodies such as the Saudi National Commission for Academic Accreditation and Assessment (NCAAA) and the international Association to Advance the Collegiate Schools of Business (AACSB).

The advice and assessment by Babson College continue to this day through biannual campus visits and presence at the School's Board of Trustees of a Trustee from Babson College.

Also, the School offers an elective course, called [Summer@Babson](#), for our Executive MBA and Master in Management students who travel and reside at the Babson campus in Boston for the duration of the rich learning experience.

## Academic Partnership

MBSC adopts Babson College's unique approach to entrepreneurial education with Babson's singular philosophy of ET&A™ (Entrepreneurial Thought and Action) at their core.

Our academic programs give our students the essential knowledge for creating economic and social value—anywhere, and everywhere and does not rely on passively listening to classroom lectures but focuses on hands-on experiential learning that is practical and pragmatic.

The curriculum uses a set of signature experiential courses that will require students to apply their learning to real world problems or start new social or business ventures.

This type of project-based learning is supplemented by a network of mentors and advisors. Development of individuals continues outside class through an intentionally created set of co-curricular experiences that will reinforce and build the entrepreneurial leadership skills of students.

As such, MBSC has created a culture that reflects the best of academic traditions in all world class institutions of higher learning whose hallmarks include respect for diverse viewpoints, professionalism, integrity, and a constant commitment to excellence both in and out of the classroom.

## Impact Across Major Saudi Institutions

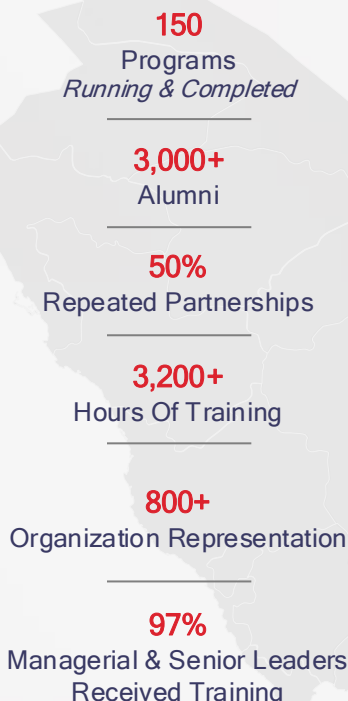
As a recognized leader in executive education within Saudi Arabia, MBSC ExecEd has built a strong reputation for delivering programs to some of the Kingdom's largest institutions. With an in-depth understanding of local industry needs and a diverse portfolio across various sectors, we are committed to enhancing leadership capabilities through customized, impactful programs.

By aligning our offerings with international standards and addressing the specific requirements of Saudi industries, MBSC ExecEd combines local relevance with global insights.

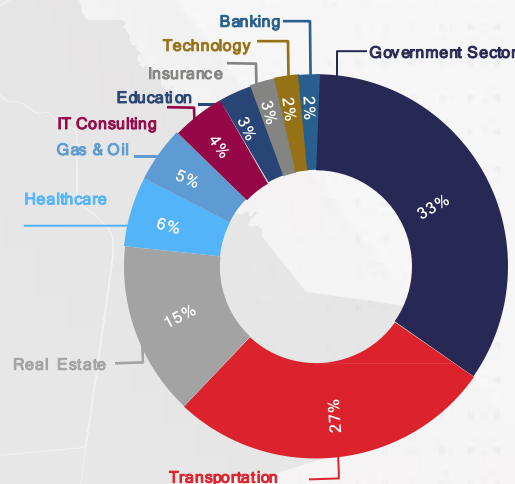
This dual focus enables us to empower leaders to drive meaningful organizational transformation. Our role as a trusted provider of executive education is solidified by our dedication to internationally proven competencies, shaping leaders who are capable, ethical, and strategically focused. This commitment is underpinned by insights from collaborations with talent management teams and over 500 institutions.

Through close partnerships with HR representatives across the Kingdom, we develop tailored programs that align with each organization's values, culture, and competencies, ensuring our solutions meet specific needs and priorities.

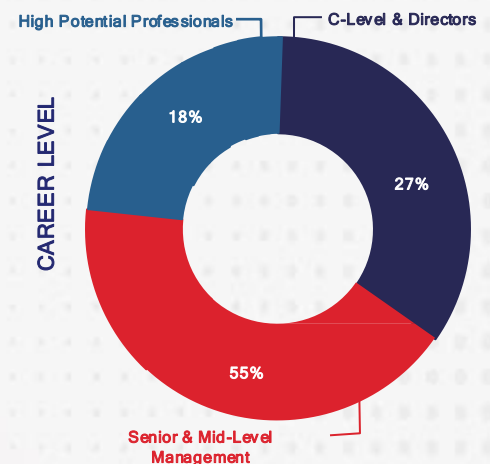
### Empowering Leaders At Every Stage



#### INDUSTRIES



#### CAREER LEVEL





# Innovate Business Solutions For Every Challenge

## OPEN ENROLLMENT PROGRAMS

For Individuals

## CUSTOMIZED PROGRAMS

For Organizations

Present Plan

From High Potentials to Middle, Senior Managers and C-suites

### Broad Portfolio of Programs

Each with its unique curriculum, covering all significant areas of business.

### Short & Impactful

Ranging from 2 to 9 days, deliver actionable skills that leaders can apply immediately while sustaining long-term impact.

Foster innovation, an entrepreneurial mindset, and collaboration with faculty and peers from diverse organizations, industries, and regions, sparking connection, growth, and transformation.

**Format:** In-Person & Live-Online

### Collaborations

Co-designed with organizations to meet unique needs.

### Short-Long Term

Program scope, length, and delivery methods are tailored following an initial assessment based on organizational requirements.

We partner with leading organizations to design fully customized programs that deliver impact and align with their values, business challenges, and strategic goals.

**Format:** Flexible as required

**EXECUTIVE COACHING & LEADERSHIP DEVELOPMENT** empowers individuals to enhance self-awareness, refine leadership styles, leverage strengths, address challenges, and achieve personal and professional growth through personalized one-on-one coaching sessions.

## Flexible Program Formats—we Provide A Variety And Adaptable Delivery Options To Suit Your Team's Learning Requirements

In-Person, Live-Online, and Blended Learning

### In-Person

Learning takes place in Riyadh or KAEC, providing an immersive and engaging learning experience.

### Live-Online

Synchronous learning with real-time faculty interaction and immediate knowledge application through MBSC's virtual platform at designated session times.

### Blended Learning

Tailored for customized programs, combining in-person and live-online formats to maximize flexibility and impact.

# Customized Program Development Process

## 1 Exploratory Phase

The process begins with a consultation to understand the organization's general needs and establish a connection with the client. Through initial discussions we outline general objectives and desired outcomes.

## 2 Initial Assessment

Our consultants share the Corporate Brochure and Inquiry Form, to gather insights and specific needs for a tailored solution. After submission, we meet to review details, discuss the audience, program scope, and delivery methods.

## 3 Proposal Development

A preliminary proposal outlines recommended topics, program structure, delivery format, faculty, and costs. This is collaboratively refined with the client to ensure alignment with organizational needs.

## 4 Capabilities Review

*\*Optional*

In some cases, we meet with additional management or visit the client site to gain a deeper understanding of its context, refining the curriculum and delivery style based on real organizational dynamics.

## 5 Program Design

Using the gathered information, our team of MBSC faculty, advisors, and experts develops an impactful program. They finalize the curriculum, incorporate interactive elements like case studies and coaching, and align the content with the organization's strategic priorities, audience, and culture.

## 6 Program Delivery

The customized program is delivered by selected faculty or subject matter experts. This phase may include live sessions, modules, or on-site training tailored to encourage active learning and ensure immediate applicability in participants' roles.

## 7 Feedback & Evaluation

Throughout and at the conclusion of the program, we gather feedback from participants and stakeholders to evaluate its impact. This feedback informs real-time adjustments during the program and serves as a foundation for refining future iterations.

# The In-Person Learning Experience

The in-person learning experience integrates simulations, case discussions, negotiations, and interactive lectures, offering participants an immersive dive into the challenges faced by top global companies.

Our customized MBSC case studies address complex, multifaceted issues and support Saudi Arabia's Vision 2030 through localized content. During the program you'll engage in a transformational classroom setting infused with diversity, where participants from various backgrounds share their perspectives. You'll connect with world-class business leaders who enrich discussions and foster a collaborative, creative environment.

MBSC's culture empowers individuals and organizations to succeed, building lasting bonds with peers and faculty. After the program, continue engaging with faculty and leaders for ongoing growth and professional development.



Practical Hands-on  
Activities



Group Dialogue  
& Team Presentations



Team-Based Learning  
Through Activities



Leading Teams



Discussions & Debates



Team Challenges



# The Live-Online Learning Experience

MBSC Executive Education transitioned many in-person programs to a fully live online format. The programs are delivered with the same interactivity with faculty and real-time application of the knowledge you would experience personally.

MBSC ExecEd uses [Blackboard Learn System](#) to navigate the program content easily and achieve learning objectives. Accessing the program content is flexible and available through multiple devices, allowing leaders to allocate materials remotely—anytime, anywhere and check new content released weekly.

By integrating [Harvard Business Publishing Education](#) (HBSP) with MBSC Blackboard, we can broaden access beyond our on-campus offerings in a collaborative and engaging format that stays true to the quality.

During the Program Leaders will learn through a variety of teaching instruments:



More than 970+ executives and 2000+ alumni have benefited professionally from MBSC Blackboard Learn System.



## Coaching & Professional Development

Effective leadership is a continuous journey of growth. As leaders advance in their careers, cultivating a deeper understanding of their leadership style and behaviors becomes increasingly critical. Enhanced self-awareness enables them to leverage their strengths with greater intention, address development areas with clarity, and adopt more strategic habits. In doing so, they continually elevate their effectiveness and drive meaningful outcomes for their teams and organizations.

Throughout the program, participants will be supported by a dedicated MBSC coach and professor who brings over 20 years of experience living and working in the Kingdom. With a deep understanding of Saudi culture and context, and a strong foundation in global leadership standards, the coach offers a uniquely integrated perspective that resonates with participants' local realities while expanding their professional mindset. This support is fully embedded into the program and places each participant's personal growth at its core.

In these **one-on-one sessions**, participants engage in meaningful conversations within a confidential and supportive space. They are encouraged to reflect on their leadership approach, explore their personality and behavioral patterns, and begin shaping a clearer vision of their career goals. The process helps them recognize and build on their strengths, identify areas for improvement, and define behavioral goals that will guide them during and beyond the program.

Coaching is delivered through **MBSC Executive Education's 4 A's of Leadership Development Cycle**—ensuring that each individual moves through a journey of awareness, alignment, action, and accountability that supports real, lasting change.

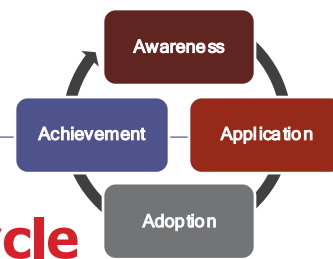
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“The personality assessment test with the one-on-one coaching session allowed me to see things from a different perspective; I now understand others' personalities and ways of thinking.”

- Senior Executive, 2024



Source: MBSC 4 A's of Leadership Development Cycle.



## The 4 A's of Leadership Developmental Cycle

OBJECTIVE	ACTIVITY
<b>Awareness</b> Identify personal leadership strengths & areas of improvement of current state.	<ul style="list-style-type: none"> <li>Personality Assessment Test - Conduct &amp; Review.  <i>*The results of the assessment are shared &amp; reviewed individually with each participant.</i></li> </ul>
<b>Application</b> Develop one goal to increase leadership abilities & formulate specific behavioral actions in daily routines to track implementation.	<ul style="list-style-type: none"> <li>Create an individualized Professional Development Plan (PDP)  <i>*Identify goal &amp; related behavioral actions.</i></li> </ul>
<b>Adoption</b> Review progress of adoption of behaviors.	<ul style="list-style-type: none"> <li>Identify the positive changes &amp; barriers of implementing actions &amp; revise as appropriate.</li> </ul>
<b>Achievement</b> Celebrate accomplishments & plan for new goals for continuous development.	<ul style="list-style-type: none"> <li>Review 4-A's Leadership process &amp; support for using the method for independent continuous development.</li> </ul>

Our highly experienced coach/professor will look at the leadership style, plan, and implement behavioral changes in small progressive steps for a long-term transformation.

Through the coaching process, the leader can learn and actively apply the fundamental steps to continue their leadership progression beyond the scope of training and coaching.

# Meet The MBSC Faculty



**Haya Al-Dajani, Ph.D.**  
Professor of Entrepreneurship  
Director of the Sandbox Learning  
Experience



**Aseel Alghamdi, Ph.D.**  
Assistant Professor of Marketing



**Khaldoun Al-Haybat, Ph.D.**  
Professor of Accounting



**Yasser Shatti, Ph.D.**  
Associate Professor of Strategy and  
Innovation, Academic Director of  
the MB Program



**Georgios Daskalakis, Ph.D.**  
Professor of Finance, Academic  
Director of the MB 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.**  
Associate Professor of Management  
Science



**Abdulrahman Hariri, Ph.D.**  
Associate Professor of  
Entrepreneurship



**Farzad Khan, Ph.D.**  
Professor of Strategy



**Adnan Maalouf, Ph.D.**  
Professor of Entrepreneurship



**G. Mustafa Mian, Ph.D.**  
Professor of Finance



**Muhammad Azam Rumi, Ph.D.**  
Professor of Entrepreneurship



**James Ryan, Ph.D.**  
Professor of Organizational  
Behavior



**Asmahan Sandekji, Ph.D.**  
Assistant Professor of  
Organizational Behavior



**Ahmed Sawaid, Ph.D.**  
Associate Professor of Finance



**Nikolaos Tzokas, Ph.D.**  
Professor of Marketing



**Lirissa Von Alberti, Ph.D.**  
Vice Dean of Programs and Faculty  
Professor of Accounting

Faculty Members



Our aim is to establish and maintain strategic relationships with key partners to develop a new generation of transformative leaders.





## MBSC Impact & Results

SAR



“

“The most valuable part was Decision Making; it gave me a broader scope before making any decisions in a highly professional way with my team.”

- Eng. Abdulrahamn Turkistani  
HR Director, Saudi Railway Company (SAR)

SDA  
الهيئة العامة للغذاء والدواء  
Saudi Food & Drug Authority



SWA  
الهيئة السعودية للمياه  
Saudi Water Authority



مجموعة روشن  
ROSHN GROUP

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EXECUTIVE  
EDUCATION

MODON  
مدن  
الهيئة السعودية للصناعات الأساسية والكيماويات  
Saudi Authority for Industrial Cities and Technology Zones

مدن  
MODON



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“We are eager to develop management skills and a creative working environment. At the NHC, we launched the Elite Leadership Program in collaboration with MBSC to raise professionalism and excellence in instructional performance to achieve strategic goals and increase productivity.”

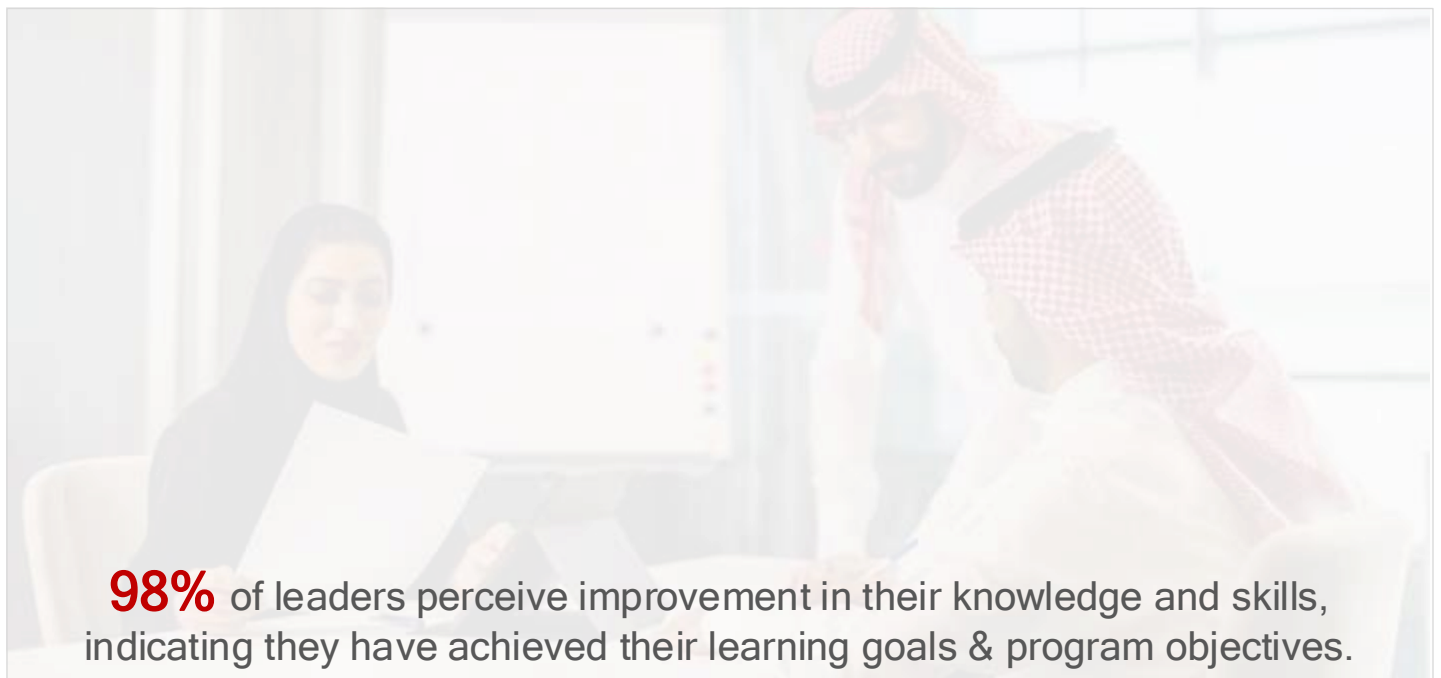
- Mohammad Albuty,  
CEO, National Housing Company (NHC)

NHC



## Get Prepared!

- For an Opportunity to Learn as a Team
- How to Manage Success Effectively
- Collaborate with Peers Effectively (Across Internal Boundaries)
- Innovatively Run Operations and Strategies
- Create a Committed and Agile Workforce
- Develop & Manage Talents with Necessary Competencies for Success



**98%** of leaders perceive improvement in their knowledge and skills, indicating they have achieved their learning goals & program objectives.



Apply critical thinking and problem-solving skills to assess business challenges and identify opportunities for improvements.



Research, assess, and integrate various theories and frameworks to design project plans applicable in the real world.



Enhance your professional growth by **connecting with like-minded leaders**, joining exclusive MBSC events, and accessing resources through our library.



**Demonstrate interpersonal and soft skills** required to be an effective leader and to succeed in the workplace.



# The 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.*



## 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.*



EXECUTIVE  
EDUCATION

# 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](mailto:Consultation@execed.mbsc.edu.sa)

Mobile: +966 54 460 3880



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FIND OUT MORE

For more information about MBSC,  
please visit our website:  
[www.mbsc.edu.sa](http://www.mbsc.edu.sa)

 [@mbsckaec](https://www.linkedin.com/company/mbsckaec)