

“ 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. ”**

- HRH Mohammed bin Salman is the current Crown Prince and Deputy Prime Minister of Saudi Arabia



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

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in collaboration with



THE MBSC EXECUTIVE MBA

Prince Mohammed Bin Salman College

Business & Entrepreneurship



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.

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.

“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. Larissa v. Alberty-Alhtaybat,
Vice-Dean Programs and Associate
Professor of Accounting



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.

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

O1 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.

O2 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.

O3 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 EMBA 2021 PROGRAM PLAN

Term	Course Code	Course Title	Credits
Term 1	ENT 511	Entrepreneurial Mindset	2
	ECN 511	Economics for Managers	2
	QM 511	Decision Analysis	2
	MBA 511	<i>Signature Learning Experience</i>	2
	MKT 511	Marketing Management	2
	FIN 512	Financial Accounting & Finance	2
	IT 512	Global Connections Through Technology	2
	MBA 512	<i>Signature Learning Experience</i>	3
			17
Term 2	ACCT 513	Managerial Accounting	2
	OPS 512	Operations Management	2
	MGT 513	Strategy & Growth	2
	MBA 513	<i>Signature Learning Experience</i>	3
	LAW 513	International Business Law	2
	ELE1	Elective Option #1	2
	ELE2	Elective Option #2	2
	Babson	<i>Summer@Babson Electives</i>	4
			15
Term 3	MKT 512	Sales Management	2
	MGT 512	Managing & Leading Organizations	2
	FIN 513	Entrepreneurial Finance	2
	ELE3	Elective Option #3	2
	ELE4	Elective Option #4	2
	ELE5	Elective Option #5	2
	ECN 514	Business, Government and the International Economy	2
	MGT 514	Capstone	2
			12
Total Credits			44

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.



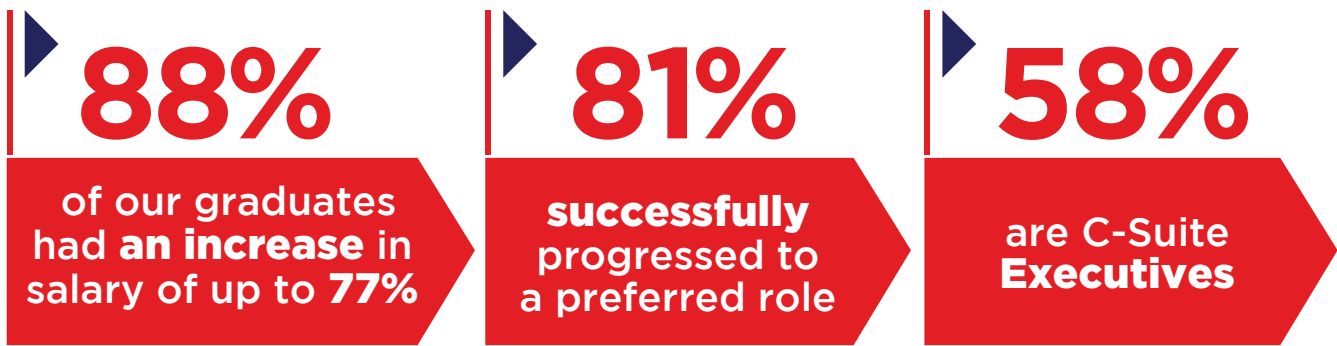
The MBSC IDEeL® SLE contributes up to 10 credits to the MBA course, and comprises four consecutive stages across three pathways as follows:

SLE 1	SLE 2	SLE 3	SLE 4 (elective)
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.

Accelerate your Career with MBSC



*Data from 92 MBA alumni respondents

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.**”

Impacting Futures Student Success Stories

Bayan Alsairy from Coordinator at Napco to Head of MITEF & Entrepreneurship Programs Manager at Community Jameel.



Sami Alsolamy from Head of Trauma and Critical Care unit at King Abdulaziz Medical City to CEO of Health Academy at Saudi Commission for Health Specialties.



Sarah Albrahim from Senior Performance Analyst at NCB Capital to Performance Reporting & Analytics Associate at PIF.



Dr. Maha Al Senan was appointed as a member in the Saudi Shura Council



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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.

Contact us

For more information please contact
the Executive MBA admission team
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