

For more information,  
or to take your place in next  
year's cohort, please contact  
the MBA admissions team

[admissions@mbsc.edu.sa](mailto:admissions@mbsc.edu.sa)



كلية الأمير  
محمد بن سلمان  
للإدارة وريادة الأعمال

Prince Mohammad  
Bin Salman College  
Business & Entrepreneurship

# Grasp

~~See~~ the  
opportunity

Introducing the  
MBA that sets  
you apart



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# Hands on. Not heads down.

Don't settle for theory-based study. Choose an MBA that's all about hands-on action. Delivered by a faculty that's been there, done it and won while doing it. Based in the heart of one of the world's most flourishing markets.

**Don't just think. Do.**

Become an entrepreneurial leader with Prince Mohammad Bin Salman College of Business and Entrepreneurship (MBSC).

- Fast-track 1-year MBA, delivered by a world-class faculty of entrepreneurial business experts.
- Follow the largest practice-based MBA program in the world.
- Program created in collaboration with Babson Global - the world leader in entrepreneurial education.
- Study in King Abdullah Economic City (KAEC) - an ambitious young city at the cutting-edge of Saudi Arabia's flourishing economic development.



“

The MBA program includes a set of **signature experiential courses** that will enable students to apply their learning to **real-world challenges** or start **new social or business ventures**.

”

Dr Pablo Martin de Holan,  
Professor of Management

Entrepreneurial focus	04
Faculty and Babson	06
Program and SLE	08
SLE details	10
KAEC and the region	14
Facilities	16
FAQs	18
Contacts	19

# Going

# Thinking

# outside the box

When choosing your MBA program, you need to look beyond the classroom. You need to identify a course that gives you the practical, real-world skills and experience that will make you highly valued in the commercial market.

You'll find that course here at MBSC.

Enrol in our MBA program and we will repay your investment with a return that means the opportunity to advance your career, fulfil your proven potential and achieve your entrepreneurial ambitions.

Our program doesn't simply equip you to go further in the commercial world. It equips you with the professional and personal skills you need to become an entrepreneurial leader, in the commercial world, in government or in philanthropic endeavors. A leader in high demand from global organizations. A leader who understands where others have made

mistakes – and how to avoid them. A leader with the decision-making ability to chart your own course, achieving lasting impact and enjoying the rewards of your success.

- Equip yourself with deep functional knowledge and the skills needed to be capable to respond to every business challenge and opportunity.
- Find the perfect balance between common sense business acumen and entrepreneurial drive.
- Study alongside a diverse community of leading students from around the world, access exclusive partner networks and connect with career development opportunities.
- Work in collaboration with industry leaders, solving critical business issues and learning from real-life commercial situations.



# Making ~~Thinking~~ big

At MBSC, we haven't allowed the ambitions we have for our MBA program to be constrained. We're big doers, as well as big thinkers.

That's why the program you follow with us has been developed in line with internationally-renowned Babson Global's groundbreaking Entrepreneurial Thought and Action (ETA) methodology.

And because we recognize that any program is only as good as the faculty that delivers it, we've assembled an all-star team, many having trained at Babson College themselves. Locally based and well-connected to the national and international business communities, their experience puts a potent combination of educational excellence and commercial leadership at your disposal.



**Asma Siddiki, D Phil (Oxon)**  
Interim Dean



**Pablo Martin de Holan, PhD**  
Vice Dean of Academic Affairs and Professor of Entrepreneurship



**Muhammad Azam Roomi, PhD**  
Vice Dean of Executive Education, Professor of Entrepreneurship



**Erman Coskun, PhD**  
Professor of Information Technology



**Joris van de Klundert, PhD**  
Professor of Operations Management



**Dr Nikolaos Tzokas, PhD**  
Professor of Marketing



**Dr Haya Al-Dajani, PhD**  
Professor of Entrepreneurship



**Larissa von Alberti-Alhtaybat, PhD**  
Associate Professor of Accounting



**Chia Chun Lo (Steve), PhD**  
Associate Professor of Finance



**Konrad Grabiszewski, PhD**  
Associate Professor of Economics



**Farzad Rafi Khan, PhD**  
Associate Professor of Management



**Joel Evans, PhD**  
Assistant Professor of Management

# Choose the MBA that puts you on the fast-track to success



As someone looking to make rapid progress through your career, you don't have time to waste. That's why MBSC offers you a fast-track to MBA qualification.

With a 1-year program delivered by a world-class faculty of proven entrepreneurial performers, we'll help you take the shortest possible route to lasting success.

### Signature Learning Experience

The MBSC MBA incorporates a Signature Learning Experience (SLE) to help you develop as an entrepreneurial leader. The SLE requires you to apply your learning to real-world challenges or start new social and business ventures, with this project-based learning supported and supplemented by a network of world-class mentors and advisors.

And your hands-on education doesn't end there. You'll continue your professional development through a series of co-curricular experiences that will reinforce and build on the entrepreneurial skills you possess.

## BLOCK 1

### IDEATION

Generating and refining your ideas.

ENTREPRENEURIAL MINDSET

MARKETING MANAGEMENT

ECONOMICS FOR MANAGERS

DECISIONS FOR BUSINESS

## BLOCK 2

### FEASIBILITY

Finding what works, adjusting what does not.

FINANCIAL ACCOUNTING

OPERATIONS

MANAGING AND LEADING ORGS.  
SALES MANAGEMENT  
GLOBAL CONNECTIONS THROUGH TECHNOLOGY

## BLOCK 3

### LAUNCH

Get your idea ready.

ENTREPRENEURIAL FINANCE  
MANAGERIAL ACCOUNTING

OPERATIONS  
YOUR ELECTIVE I

STRATEGY AND GROWTH  
SAUDI AND INT'L LAW FOR BUSINESS

## BLOCK 4

### GROWTH & SCALE

Make it big!

STRATEGIC MANAGEMENT  
GLOBAL ECONOMICS  
YOUR ELECTIVE II

YOUR PROJECT READY TO GO

SIGNATURE LEARNING EXPERIENCE

# Choose the MBA that tests your skills in the real world

The SLE occurs throughout your program, allowing you to gain knowledge in the classroom and apply it to action-based situations that demand well-honed entrepreneurial decision making. Each block will challenge your skills, demanding complex problem-solving capabilities, along with the

opportunity to demonstrate your leadership and teamwork qualities, and your ethical and socially responsible reasoning.

To give your SLE the most practical context possible, every decision you make will be examined against the constantly changing global economy.

“

SLE is an invitation to develop one's personal project and test its feasibility in one of four domains: stand-alone entrepreneurship, social entrepreneurship projects, family business development, and corporate venturing. Each student selects a domain, and **develops a realistic, feasible plan** that can be implemented at graduation or even before.

”

MBSC faculty member

## 01 Ideation

Ideation is a phase of the entrepreneurial process where the entrepreneur and his/her team create and develop an idea around an opportunity perceived in the market. This is an iterative process that is refined as the entrepreneur gathers more information about the ideas being pursued and the current conditions of their chosen target market.

- Project introduction and personal discovery
- Team and ideation project information
- Market and customer assessment
- Ecosystem assessment
- Data and decision assessment
- Technology assessment

## 02 Feasibility

Not all interesting ideas are feasible. In this part of the entrepreneurial process, you begin to test the feasibility of your ideas by gathering information from a variety of sources. That information is put together and analyzed to gain a sense of the main economic components of the project.

- Project check-in
- Technology assessment
- Leadership and team assessment/risk assessment
- Initial financial assessment
- Operations assessment plan
- Venture feasibility and launch plan

## 03 Implementation launch phase

Your main goal is to launch your project, and this phase studies the practicalities of that. Here, we study how to go from your initial plan to implementation, ensuring that your resource-allocation decisions are in the global interest of the project and are viable. This phase teaches you to manage the risk inherent in the project by reducing the resources you need while maximizing their impact.

- Project pre-launch check-in and work with mentors
- Strategic assessment
- Legal and regulatory assessment
- Talent management assessment
- Funding and advanced financial assessment
- Venture update and investor pitch

## 04 Scaling and managing growth

In this block, we focus our attention on growth and scalability. Growth, in itself, is not a strategy but it can be an effective strategic tool, helping reduce costs and increase revenue while improving quality. Growth is studied from a strategic perspective and is applied to the project.

- Project check-in
- Global strategic assessment
- Final business plan presentation

# Choose the MBA that's about living and learning

Join our program, and you'll find MBSC is as much about life as it is about learning.

Here, educational advancement goes hand-in-hand with emotional expansion. Commercial insight combines with cultural awareness. And professional development is allied with personal understanding.

To help you gain the absolute maximum from your time at MBSC, you'll have state-of-the-art services and facilities, and key networks at your disposal. Each designed to support your learning journey.

You'll benefit from...

- An immersive orientation program with your fellow cohort members
- Ongoing career advice and development
- Leadership coaching
- Internships and mentoring opportunities
- Career seminars and jobs fairs
- Live-case competitions
- Networking opportunities, clubs and societies

Each of these support one or more of our key areas of student focus.

## Careers, business and entrepreneurship

Allowing you and your fellow students to use MBSC as a platform to further your knowledge, networks, skills and exposure to employers and investors.

## Social and service

Giving you the opportunity to serve the local, regional and global communities, through purpose- and cause-driven initiatives.

## Global engagement

Focused on ensuring the MBSC community is locally and globally informed, welcoming international students and visitors, and being able to engage with the external world, furthering our collective knowledge, networks and skills.

## Pursuing your passion

Enabling the pursuit and development of our collective non-curricular passions, whether it be sport, culture, art, literature, music, heritage, design or any other shared interest.

## Health and wellbeing

Creating an ideal work/life balance and promoting mental and physical wellbeing.

## Communication and leadership

Equipping you and your fellow students with the skills needed to excel in the art of communication - and preparing you for the challenges of life as a professional leader.

## AMONG MANY ON-CAMPUS AMENITIES, YOU'LL HAVE ACCESS TO...

- A cutting-edge digital library
- A Bloomberg trading room
- Flexi-rooms for multipurpose use
- Venture Labs for entrepreneurial project work

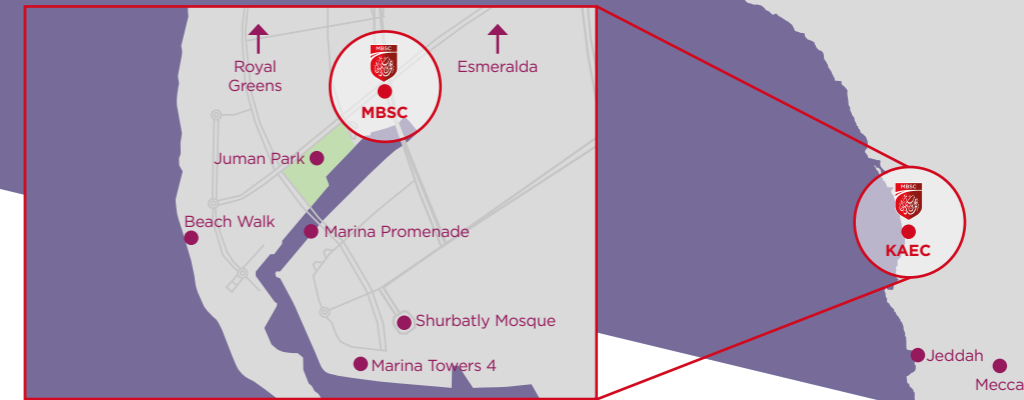


# Choose the MBA that puts you at the heart of global growth

Come to MBSC, and you'll be learning and living in King Abdullah Economic City (KAEC) – a vibrant demonstration of Saudi Arabia's progress towards the nation's Vision 2030 blueprint for the future.

A greenfield site for blue ocean thinkers, it's both campus and canvas, the perfect incubator for your entrepreneurial aspirations. Contemporary, calm and connected, there's no better place to initiate the next stage of your professional progress.

KAEC is also more than that. It's your passage to the new Saudi Arabia. Where we're all learning and growing together – with minds, perspectives and ambition unconstrained by convention. The Kingdom is reaching out to the world, and the world is coming to us, putting you front and center in the development of one of the most exciting markets on the planet.



## A world-class hub of global commerce

Its location is strategic. Its potential is almost limitless. KAEC represents ambition on the grandest of scales. Situated on the commercially important Red Sea Coast, 90 km from Jeddah, the city sits prominently at the intersection of some of the world's most important shipping and air routes.

Quite simply, its national and international connections couldn't be stronger.

- Direct access to the national highway network
- Al-Haramain High-Speed Railway connection with Jeddah, Holy Makkah and Al Madinah
- Home to a world-class seaport – King Abdullah Port
- Only 90 km to King Abdulaziz International Airport



# Choose the MBA with beauty on its doorstep

From our central base in KAEC, MBSC offers students access to the many social, residential and communal facilities the young city has to offer. Clean, healthy and welcoming, it's the perfect place to unwind and enjoy life away from your studies. Outdoor parks and green spaces, a stunning marina, a world-class leisure center, a championship-standard golf course, music events and even a karting track – they're all on your doorstep, waiting to be explored.

## What you'll find in KAEC



### Coastal Communities

Safe and secure luxury homes and apartments, surrounded by beautiful parks, pristine beaches, pathways and cycling tracks. Home to schools, gyms and retail districts, the Coastal Communities have been designed to take full advantage of their glorious setting on the Red Sea.



### Exceptional schools

For students with children, KAEC offers outstanding educational opportunities. The city's World Academy is staffed by a faculty of world-class educators, and offers an international curriculum enriched with the unique resources and cultural heritage of Saudi Arabia.



### Juman Park

Sitting proudly alongside KAEC's 5-star Bay La Sun Hotel and Marina, Juman Park offers 50,000 m<sup>2</sup> of activity and action for all the family. With walkways, running tracks, cycleways, adventure playgrounds, soccer and games pitches to be enjoyed, it's the ideal setting for a great day in the open air.

Or for something a little less strenuous, the park is also populated with art sculptures, refreshment stops and picnic areas under glorious palm trees.



### Marina Promenade

Luxury comes to KAEC in the form of its handsome Marina. Stroll along the scenic promenade overlooking the marina canal, and you'll find water taxis, water sports and a diving center, along with stylish shops and restaurants and an exclusive Yacht Club.



### Esmeralda

A stylish health and fitness club at the heart of Coastal Communities, Esmeralda offers a unique mixture of indoor and outdoor sporting facilities, perfect for all ages. Including a fully-equipped gym, climbing walls, spa and treatment rooms.



### Royal Greens

A beautiful beachside 18-hole championship golf course, designed to offer an unparalleled golfing experience. The majestic clubhouse boasts a panoramic view of the Red Sea and offers an exclusive members' area with private dining, boardroom, cigar room, library, executive business center and other luxury amenities.

# Your questions answered

## 1. How do I apply to join the MBA at MBSC?

Visit our online application portal at <https://www.mbsc.edu.sa/application/guide>

## 2. What are the entry criteria?

Admissions to MBSC are highly selective; you will be screened not only for your academic distinction and recommendations, but also your proven passion for leadership and commitment to improving the environments in which you work.

## 3. How international are you?

Our academic faculty members hail from eight different countries, while our current MBA candidates represent ten nationalities. Our MBA program is designed in collaboration with Babson Global, a wholly-owned subsidiary of Babson College rated number one in the world for entrepreneurship education.

## 4. How many programs does MBSC offer?

Apart from the MBA program, MBSC offers Executive Education programs throughout the year, along with bespoke courses on request.

## 5. Do you offer full- and part-time options?

Yes we do. The College offers the MBA program in two formats; full-time and part-time.

## 6. What are the program fees?

Tuition and fees for the MBA program 2018/2019 are set at SAR 268,64 (excluding living expenses). You'll find more details on our webpage: [www.mbsc.edu.sa/scholarships-tuition](http://www.mbsc.edu.sa/scholarships-tuition)

## 7. Are scholarships available?

Yes. However, applicants must go through an eligibility and approval process.

## 8. Who do I contact regarding studying in Saudi Arabia?

Our admissions team is available to help via email at [admissions@mbsc.edu.sa](mailto:admissions@mbsc.edu.sa)

# Ready to take your next steps?

If you'd like to apply for a place on our MBA, please visit our website at:

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

From there, we'll help you through the application process in easy, straightforward steps.

Alternatively, if you'd like to discuss your options a little further with us, you can request a callback or return email from one of our admissions specialists.

By telephone: 00966 7784 329 127

By email: [admissions@mbsc.edu.sa](mailto:admissions@mbsc.edu.sa)

We look forward to welcoming you to MBSC!

