



Leadership • Excellence • Impact

NEW GRADUATE PROGRAM

Executive MBA

Learn to Build a Sustainable WorldSM

in collaboration with
Stanford Life Design Lab



www.emba.iba.edu.pk



The ✱ IBA EMBA

The mission of IBA-EMBA is to make business a driving force for good by creating leadership capital for increasing the productivity, competitiveness, and sustainability of the industry, economy, and society.

The program is designed to provide advanced training to experienced executives for general management positions and leadership roles in large and medium enterprises of the private and public sectors.

IBA Karachi

IBA Karachi is the pioneer and flagbearer of business education in Pakistan. We began to offer MBA in 1956 in collaboration with Wharton School and have been developing leaders ever since. With an international alumni network of more than 20000, we are a mission-oriented university with a global outlook, regional aspirations, and local roots with significant breadth and depth. We seek to create a sustainable world, and we understand that this requires leadership with a unique mindset and skill set. Accordingly, we aim to contribute to the global leadership pool through development of human capital and knowledge for sustainable development and growth.

IBA is a proud corporate citizen of Karachi. The city is known as Pakistan's financial capital and is home to the central bank and Stock Exchange of Pakistan. Apart from contributing about a quarter of the nation's GDP and industrial output, Karachi is a major logistical hub and a key node in international shipping routes thanks to its international ports. Being one of the world's largest cities with a diverse population and moderate climate, the city also offers a unique social, cultural, and living experience.

IBA has a shining heritage, a fitting location, and a vibrant community of business leaders, making it a distinctive seat of learning to lead and making business a force for good.



EMBA Overview

The IBA-EMBA is a graduate program of Level-7 qualification in Pakistan that is designed to prepare strategic leaders for large and medium enterprises in the private and public sectors. It is one of the few EMBA programs in the world based entirely on the Immersive Block Model (IBM) of learning. Compared to the semester and quarter models of conventional EMBA programs that offer several courses simultaneously on any given day or weekend, IBM involves a continuous stream of intensive learning blocks of a single course till it is complete. It combines flexibility and focus, allowing the executives to undertake an advanced academic program without having to juggle several courses alongside their professional responsibilities.



In addition to offering optimal breadth and depth of content in the classroom, the program includes a unique opportunity for international immersion on a trip to Silicon Valley, where participants undertake a Design Thinking module at Stanford Life Design Lab and interact with the managers of some of the most successful enterprises of the present day.

The program is delivered at the Main Campus of IBA Karachi which has been carefully designed to provide a combination of natural and architectural beauty suitable for an immersive learning environment.

Program Highlights

At a Glance

22

Months

84

Weeks

42

Immersive
Blocks

17

Courses

1

Capstone
Project

1

International
Immersion
Module

14

Courses
Through Weekly
Blocks

3

Weeklong
Courses

25

Days Away
From Office

FOREVER

Membership of
IBA Community

Immersive Block Model (IBM)

Deep learning requires immersion and reflection on all important facets of a phenomenon or management situation. This necessitates focus and intensive involvement of participants to grasp all important theoretical and practical dimensions, available alternatives, and implications of each. To balance depth and breadth, the IBA-EMBA is designed as a stream of 42 immersive blocks rather than a collection of courses. Each block is a substantive course unit delivered on a given weekend. Participants complete all blocks of a course before moving to the next course. This allows participants to attain necessary focus and gain maximum flexibility.

International Immersion at Stanford Life Design Lab

To extend participants' learning experience beyond IBA and make it especially world-class, each cohort is offered the opportunity to complete a module on design thinking provided by Stanford Life Design Lab. Participants can travel to the US, attend the course at Stanford Life Design Lab for a week, and visit some of the leading corporations in Silicon Valley. Alternatively, participants can attend the same course by the same faculty at IBA and participate in an international trip to one of the prominent industrial destinations in Asia or Europe. It is a compulsory module, and its tuition is included in the program fee, but all other costs must be paid by the participant at the event.

Academic Immersion Module (AIM)

The IBA-EMBA is a unique blend of professional and academic learning that develops reflective practitioners. It requires a particular cognitive style and approach that demands blending the executive and academic thinking. To provide the participants with a smooth transition between executive functioning and academic thinking, all participants must complete a pre-program Academic Immersion Module (AIM) spanning five consecutive weekends. This module sharpens the educational skills of participants, provides them with an overview of the whole program, and provides a smooth take-off to the EMBA journey.

Capstone Project

During the second year of the program, all participants are required to form a project team of 3-5 members from their classmates, choose a real-life strategic issue facing the organization of a team member, and apply the knowledge gained from the program to analyze the problem and recommend a strategy to address it. Each project team is assigned a faculty supervisor to provide necessary guidance throughout the project. The team concludes the project, prepares a formal report, and defends it before a faculty panel.

Corporate Mentorship

Every participant of the IBA-EMBA is provided an experienced mentor who has served at general management positions in the corporate sector. The one-on-one professional relationship provides the participant a unique opportunity to gain access to the experiential knowledge, career advice, and network resources of the mentor in accordance with their developmental needs and professional aspirations.

Who Needs the IBA-EMBA



Business competition takes place among organizations in the marketplace and the strategies and actions of organizations are defined by their leadership and management teams. Winning enterprises have winning teams. Future-ready enterprises invest today to develop the managers and leaders to win the competitive games of tomorrow.

The IBA-EMBA has been designed to cater to enterprises that wish to prepare their future managers and leaders who can lead them towards a sustainable future. The program is primarily aimed at corporate citizens but also welcomes individuals who wish to advance their career in the management profession on their own.

The organizations whose executives participate in the IBA-EMBA gain a substantial human capital advantage due to the following:

- 01** Secure future-ready leadership that understands the world of opportunities and challenges coming their way
- 02** Acquire a pipeline for continuous flow of contemporary ideas and knowledge from the academia
- 03** Obtain secure links to the executive network of IBA that provides continuous flow of information from diverse sectors and industries
- 04** Begin earning return on investment in human capital immediately through the application of knowledge and skills developed by the executive in each immersive block of the program
- 05** Gain instant access to the Business Innovation Lab of IBA-SBS, where ongoing management challenges of participating organizations are analyzed and solved by experts of relevant fields

Program Structure

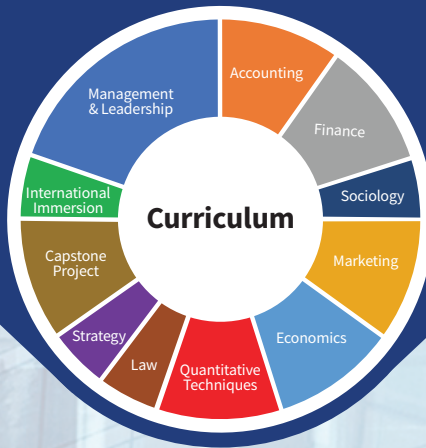
The IBA-EMBA is accredited by the Higher Education Commission of Pakistan and offered on alternate weekends (Sat-Sun) for two years, punctuated by three weeklong modules and one international immersion module. The program comprises 60 credit hours distributed over carefully curated set of compulsory graduate courses. Each weekend will be dedicated to one immersive block of a specific course. The program covers all key disciplines pertaining to the management and leadership of enterprises, providing essential knowledge and skills to compete in the face of grand challenges of the contemporary world. All courses will be delivered in person by national and international faculty in accordance with the philosophy of the immersive block model.

The IBA-EMBA is designed to serve as a platform for knowledge exchanges between academia and industry as well as among different industries and sectors. We believe that executive participants learn from each other as well as from the faculty. Accordingly, the program curriculum represents a comprehensive assortment of disciplinary knowledge that is contextually adapted to the sectors and industries represented by the executive participants in the selected cohort of a given academic year. Such adaptation allows participants to apply newly acquired knowledge in their unique organizational settings and bring the feedback to the classroom. Learning is assured through a blend of andragogical approaches including the case method, simulations, action learning, and occasional mini lectures.



The program is built on the foundations of scientific disciplines with a modern design focused on developing key professional competence in the following five areas:

- 01 Knowledge of Business, Society, and Global Management Practice**
Participants develop the capability to evaluate the strategic role and dynamics of enterprises and their interactions with the environments in local and global contexts.
- 02 Executive Decision Making**
Participants develop the skills of systematic thinking and logical reasoning required for effective decision making.
- 03 Ethical Strategic Leadership**
Participants learn to navigate ethical dilemmas and make organizations a force for the good of society.
- 04 Executive Communication**
Participants learn to communicate effectively to various audiences using different media.
- 05 Technology in Management**
Participants develop competence in the application of technology in various functions of management.



Program Delivery:
One Immersive Block on
Alternate Weekends

Week 01	M	T	W	T	F	S	S
Week 02	M	T	W	T	F	S	S
Week 03	M	T	W	T	F	S	S
Week 04	M	T	W	T	F	S	S
Week 05	M	T	W	T	F	S	S

Admissions

Executives of large and medium enterprises having at least 16 years of formal education and 5 years of managerial experience are eligible to apply. The admission is highly competitive, and the selection process is very rigorous as we seek to select a diverse cohort of executives representing all important sectors and industries of the private and public sectors. We seek to bring aboard highly experienced and knowledgeable executives who can make substantial contributions to the learning of their peers through active participation in class discussions, collective activities, and group projects.

To be considered for admission, the application must be endorsed by the applicant's current employer. The selection process includes a pre-selection assessment of applications, performance in the IBA Aptitude Test/GMAT/GRE, interviews, and successful completion of a pre-program Academic Immersion Module (AIM). Selected applicants will have high-quality professional experience and accomplishments, a high level of conceptual and social skills, a high level of proficiency in English, and leadership potential.

Applications can be submitted online via the link provided on the program website in accordance with the schedule of admission.

Availability of Online Forms	Feb 01, 2025
Application Deadline	April 11, 2025
Aptitude Test	Apr 20, 2025
Interviews	May 10-11, 2025
AIM Begins	Jul 05, 2025
Program Begins	Aug 25, 2025

We arrange various online and in-person events to provide maximum information regarding the program. For the schedule of these events, please visit the program website.

Fee & Funding

The total tuition fee of the complete program is Rs.4.0 million for the intake of 2025. The fee is highly competitive in the region and includes the cost of program materials as well as the fee for the international immersion module at Stanford Life Design Lab. Participation in the program also involves other direct costs related to travel, accommodation, meals, and miscellaneous expenditures at home and abroad that are not included in the fee and are paid directly by the participants.

Apart from the tuition fee, additional charges include Rs. 100,000/- as an admission fee and Rs. 50,000/- for the AIM fee. Admitted participants are required to pay 30% of the tuition fee within two weeks of the admission offer, 30% within the first 6 months, and 40% at the start of the second year.

The program does not offer any specific financing facility or scholarship. However, we work closely with concerned organizations and individuals to work out a funding plan for participation in the program.

Campus Accommodation

To facilitate participants of IBA-EMBA coming from outside Karachi, IBA provides a limited number of slots for accommodation on campus with all necessary facilities. The accommodation is made available for the duration of one immersive block on demand basis.



Visit us!



emba.iba.edu.pk



emba.info@iba.edu.pk

Main Campus

University Enclave, University Road,
Karachi - 75270 Pakistan
Phone : +92-(21) 3810-4700



www.iba.edu.pk



+92 21 111 422 422

City Campus

Plot # 68 & 88 Garden / Kayani
Shaheed Road, Karachi - 74400 Pakistan
Phone : +92-(21) 3810-4701



[ibakhiofficial](#)