



Kotler  
Business  
School

# KMBA

KOTLER MASTER OF BUSINESS ADMINISTRATION





**Welcome to the Kotler Business School. We equip you with the business acumen needed to excel in a rapidly evolving, technology-driven world. Companies and their leaders need to understand what drives their post pandemic customers. The school's objective is to provide you with the latest knowledge on core business and management topics. The school will review the major global trends in business and management, the future of marketing, and creative, sustainable leadership for a better world.**

**This school uses five commandments: inception, immersion, innovation, inspiration, and involvement. This school will add greatly to your knowledge and skills. You will benefit from the courses and discussions**



**Philip Kotler**  
**Honorary Chairperson**



# Introducing our KMBA

KBS is a non-profit institution that has been established with a new educational vision aimed at long-term sustainability. The renowned marketing expert Philip Kotler envisions new marketing as a strategic process involving all stakeholders to generate a positive and sustainable impact while considering people, the planet, and profit. We aim to replicate the KBS concept in every country globally.



**Kotler  
Business  
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We are pioneers in bringing education to the Megaverse, innovating the concept of education and training by disconnecting it from its physical location. We welcome learners from far distances and offer them a path to the new future – Hello Tomorrow. KBS is proud to be the first business school in the world to be established in the Megaverse.

## Global Virtual Campuses

Through partnerships with leading institutions, Kotler Impact offers a dedicated network of global virtual campuses, each a center of business excellence.

KBS campuses are strategically located in the Americas, Europe, the Middle East, Africa and Asia. KBS global network for doctoral, masters and bachelor programs are the world's largest and most immersive network, providing unparalleled access to a wide spectrum of educational and career prospects for future leaders



KBS is a non-profit institution that has been Kotler Impact as the brainchild of the Father of Modern Marketing, Dr. Philip Kotler, the world's foremost expert on strategic marketing and the Founder & Chairman of the World Marketing Summit Group, along with other enterprising initiatives. With a vision like none other to integrate sustainability across enterprises, Kotler Impact is a strategic marketing community seeking to employ a sustainable global environment and economic development through education, training, and holistic measures.

Kotler Impact has one belief – to build a generation that is sustainable, evolutionary, and transformable.

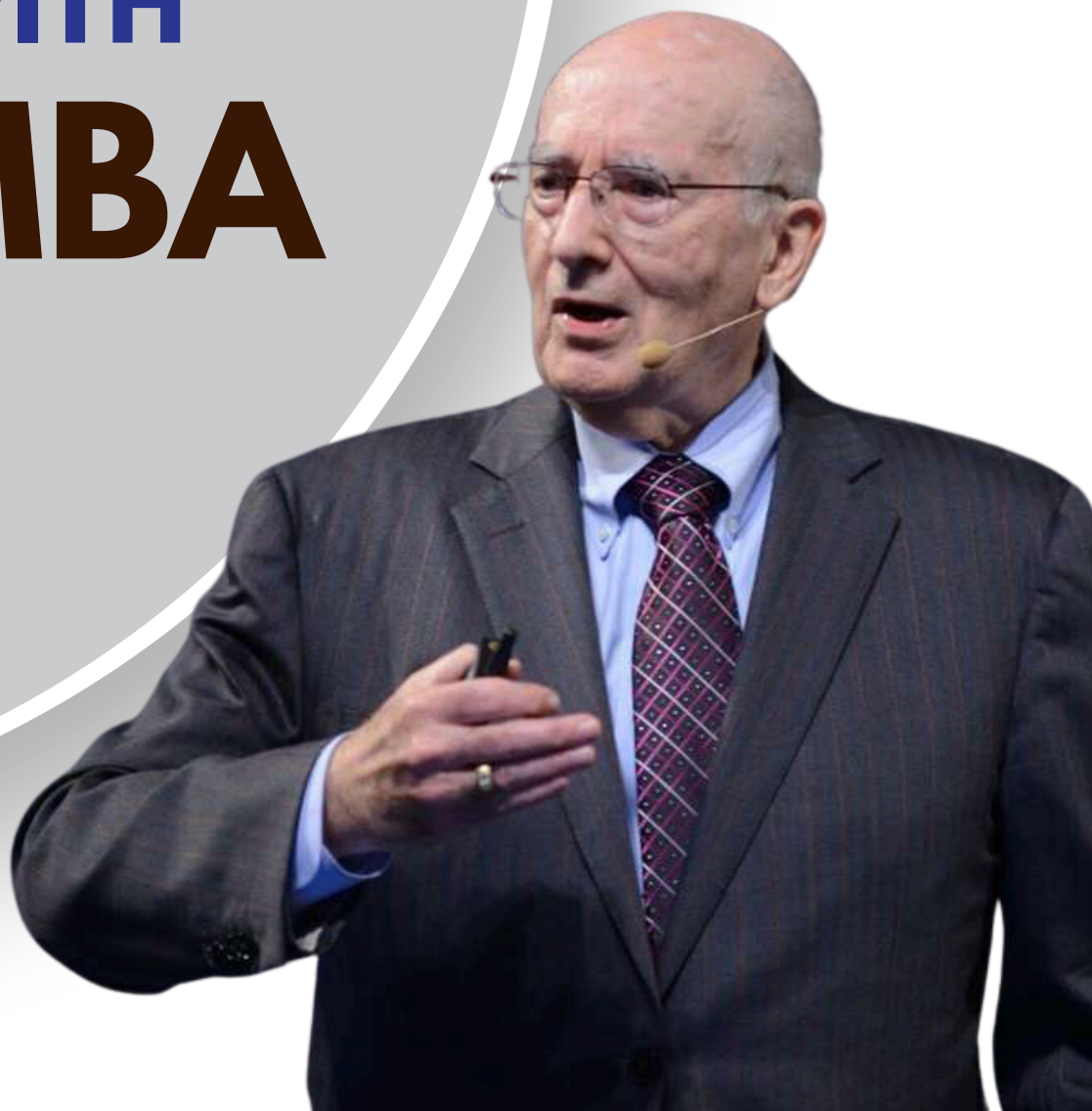
Their visionary ambitions are achieved through the accumulation of marketplace diversity, the implementation of fundamental educational resources, and the commitment of pioneers in business and professional leaders who strive for excellence.





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**ELEVATE**  
**YOUR CAREER**  
*and*  
**EMPOWER**  
**YOUR FUTURE**  
**WITH**  
**KMBA**





**Kotler  
Business  
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# Benefits of KMBA

The **KMBA** starts on May 1st, 2024. Expand your career options by earning MBA Degree in only twelve months without having to write GMAT.

## **12 MONTHS PROGRAM**

Incredible value and return on investment in a twelve month program that gets you back into the workforce quickly.

## **FULLY-ONLINE**

Our **fully online KMBA** program combines interactive learning with peer engagement, all accessible from anywhere in the world.

## **INTERNATIONAL GURUS**

Learn from the most influential gurus around the world.

## **SELF-LEARNING**

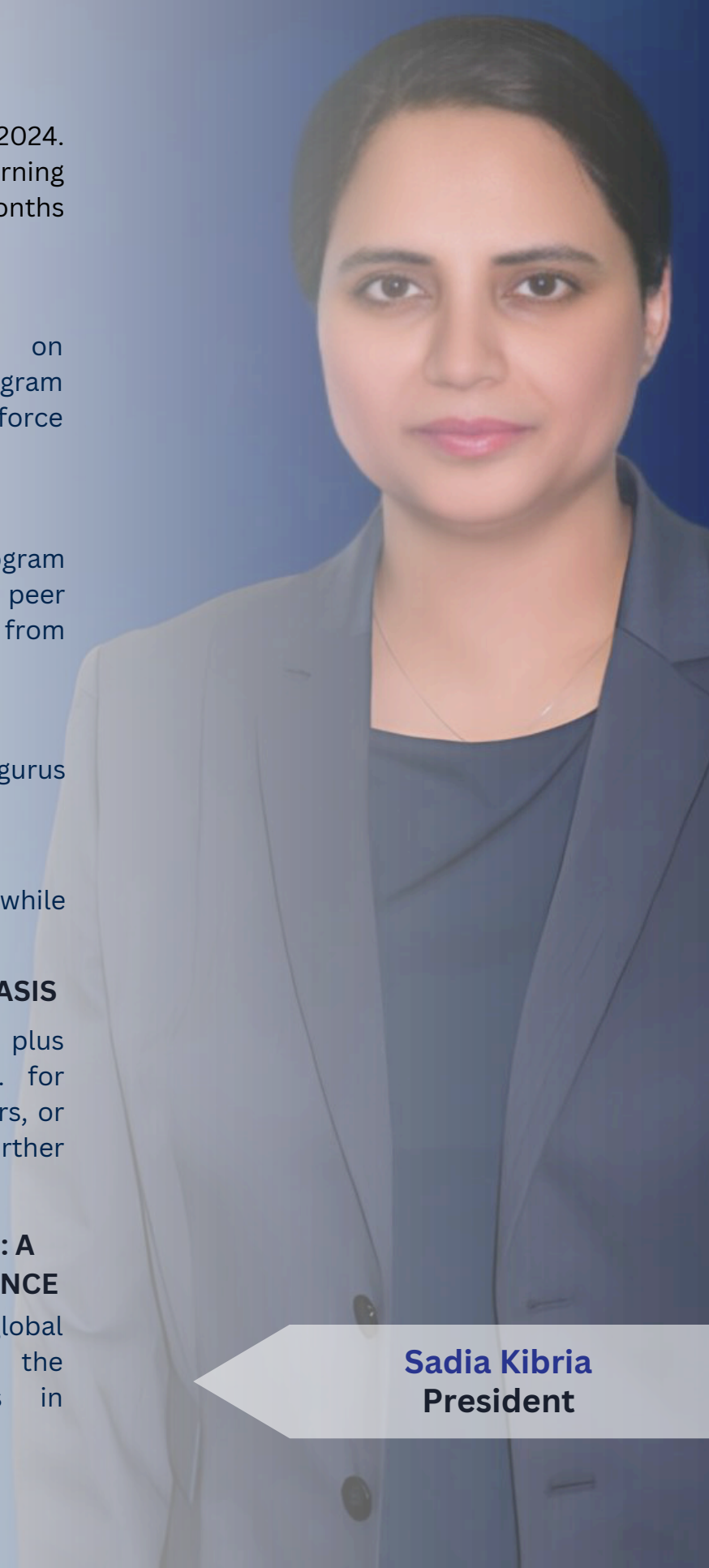
Maintain your professional career while completing **MBA** at your own pace.

## **COMMENCEMENT - MONTHLY BASIS**

On-demand courses curriculum, plus opportunity to choose electives. for career switchers, career accelerators, or those looking to formalize or further develop business education.

## **INTERNATIONALLY ACCREDITED: A GLOBAL STANDARD OF EXCELLENCE**

Our program boasts full global accreditation, ensuring it meets the highest international standards in education.



**Sadia Kibria**  
President



# What does online learning mean?

We recognise the time pressure that working professionals face. That's why at Kotler Business School, we've designed a unique, **100% online MBA** qualification that provides all the educational support of on-campus learning coupled with the flexibility to fit your busy professional lifestyle.

You'll gain access to leading business education anytime, anywhere, on the device of your choice. That means no stressful time stuck in traffic jams, wondering if you're going to make a class. Just sign up, log on, and prepare for a world-class education.

At Kotler Business School, we are committed to making online learning as engaging and inspiring as on-campus study.

This is an outstanding business qualification built on digital flexibility.



Intuitive online learning experience



Interactive online sessions



Better work-life-study balance



Digital engagement with peers



Fit study around your lifestyle



Comprehensive online support



**YOU  
WERE MADE  
FOR THIS.**

*This is your*

**OPPORTUNITY.**

Prof. Dr. Asghar Zaidi  
Global Dean



# Program Structure

Our program is not simply a set of course, but an action-oriented learning experience design to accelerate your success in the practical world.

## **GMAT REQUIREMENT**

GMAT score not required

## **PREVIOUS EDUCATION REQUIREMENT**

Complete undergraduate degree (from any accredited University)

## **WORK EXPERIENCE**

2 to 10 years, full-time, post University degree

## **PROGRAM LENGTH AND STRUCTURE**

While you work, blended online and in-class format 12 months.

## **LOCATION**

Online

## **CURRICULUM**

On-demand courses curriculum, plus opportunity to choose electives

## **PROFESSIONAL GOALS**

For career switchers, career accelerators, or those looking to formalise or further develop business education

**Prof. Dr. Marc Oliver Opresnik**  
Global Dean





# Prepare for tomorrow!

These unique subjects are designed not just to reflect today's business world, but to prepare students for the evolving landscape of tomorrow.



## GAIN IN-DEMAND SKILLS

Study core business skills alongside sought-after specialist streams to excel in the modern business landscape.



## LEARN FROM INDUSTRY EXPERTS

Build real-world skills informed by experienced industry experts to become a sustainable leader of the future.



## STUDY WITH THE BEST

Learn from passionate academics with global experience who inspire engagement and understanding.



## ENJOY FLEXIBLE EDUCATION

Access outstanding education at your convenience with flexibility that fits your busy life schedule.



# Curriculum and Courses

Our International courses are designed to support your career goals and satisfy your professional and personal interests. A series of courses to provide a refresh and ensure you are familiar with any changes or new aspects of marketing.

| Subject                                | Description  |
|--|--|
| <p><b>Aristo Knowledge-Hub</b></p>     | <p>Aristo Knowledge Hub likely refers to an educational or research platform dedicated to promoting high-quality learning and innovation across various disciplines, inspired by the legacy of the philosopher Aristotle</p> |
| <p><b>Leadership Strategy</b></p>      | <p>Leadership strategy focuses on equipping students with the skills to develop and execute plans that inspire teams, drive organizational success, and manage change effectively in a business environment.</p>             |
| <p><b>Innovation Management</b></p>    | <p>Focuses on how to cultivate and manage creative processes, ensuring that innovative ideas are effectively translated into practical business solutions that enhance competitive advantage.</p>                            |
| <p><b>Transformative Marketing</b></p> | <p>Explores the strategies that adapt and thrive in rapidly changing markets, using customer insights and digital innovations to drive significant and sustainable growth.</p>   |
| <p><b>Human Resources</b></p>          | <p>Focuses on equipping students with strategic approaches to talent management, organizational behavior, and leadership development to maximize workforce potential and contribute to business success.</p>                 |

# Curriculum and Courses

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| Subject  | Description  |
|--|--|
| <b>Management Information System</b>               | How to leverage technology and information systems to improve decision-making processes and enhancing organizational performance.  |
| <b>Finance</b>                                     | Provides deep insights into financial management, investment strategies, and economic analysis, enabling them to make informed financial decisions crucial for corporate success.                              |
| <b>Accounting &amp; Economics Entrepreneurship</b> | Integrates essential principles of accounting and economic analysis with entrepreneurial skills, preparing students to navigate and lead startup ventures with robust financial acumen and strategic insight.  |
| <b>Operations Management</b>                       | Focuses on teaching the skills needed to design, control, and optimize business processes and supply chains, enhancing operational efficiency and effectiveness in a variety of industries.                    |
| <b>Electives + Company Project</b>                 | Offer students the opportunity to tailor their learning experience to specific interests and apply theoretical knowledge to real-world business challenges, fostering practical skills and strategic thinking. |

**+ PARTNER UNIVERSITY COURSES**

**SUBMISSION**

After successful completion of all required courses, candidates must submit their Dissertation/Thesis for evaluation to fulfill the requirements for the awarding of the Master of Business Administration (MBA) degree.

# Eligibility Criteria

If you are interested in applying to the **Kotler MBA** program, there are certain requirements you will need to meet. These requirements ensure that each applicant has the necessary academic qualifications, professional experience, and personal qualities to succeed in the program.

- You must have an undergraduate degree, such as a BA, or a specialist BA or B.Sc. in a related area to apply.
- You should also have 2 to 10 years of significant managerial or professional work experience, including experience within the academic sector.
- Letters of recommendation from professional references who can attest to your skills and academic abilities.
- You must also provide official transcripts from all previously attended universities or institutions to demonstrate your academic qualifications.
- In addition, you will need to submit a statement of purpose or personal statement where you can explain your reasons for pursuing an MBA, your academic and career goals, and how the program aligns with your aspirations.
- If English is not your first language, you must also demonstrate English proficiency equivalent to IELTS (Academic) 6.0 overall, with a minimum of 5.5 in each band and 6.0 in speaking.
- All applicants are interviewed as part of the admissions process.
- The academic director will consider applicants who meet the entry criteria on a case-by-case basis, considering their academic history, work experience, and life skills experience.

The **Kotler MBA** program is committed to helping each student succeed and reach their potential, and we look forward to receiving your application.





**Dr. V. Kumar**  
Global Dean - Strategy and Research

## Program tuition and Fees

Note that the average completion time for the **MBA** is one (1) Years. Fees below are based on the 2024-2025 fee framework and are subject to change.

### 2024/2025 TOTAL ACADEMIC FEE

Please contact our local partner

Financial aid &  
**SCHOLARSHIP**  
Programs  
up to  
**100 %\***

The Philip Kotler Award is designed for ambitious students with professional experience and financial need, helping you achieve your academic and career goals.

This prestigious scholarship is your ticket to academic success at the renowned KBS. Not only will you achieve your academic goals, but you'll also have the opportunity to impact your community and beyond positively.

Take advantage of this incredible opportunity – apply for the Philip Kotler Award today!

\*based on terms and conditions of Award Community





**Professor Luiz Moutinho**  
Global Dean

# MBA International Leadership and Impact Award

MBA International Leadership and Impact Award is presented to an incoming students enrolled in the Kotler Business School MBA Program. The recipient must demonstrate excellence professionally in their career and demonstrate financial need. The Award is open to International Students.



# Invest in your future

Now is the time to invest in your future and develop the skills and experience to succeed in a changing business landscape.

**Ready to advance your career with the KMBA?  
Contact us today to start your journey!**

## **Website**

[www.kbsglobal.org](http://www.kbsglobal.org)

## **Email**

[info@kotlerimpact.com](mailto:info@kotlerimpact.com)  
[info@kbsglobal.org](mailto:info@kbsglobal.org)

## **HQ Address**

Kotler Business School  
Global Hub, Atlanta, GA. USA.

