



**JBLI**

JIBRAN BASHIR  
LEADERSHIP INSTITUTE

# Executive MBA

(Micro-Credentials to Mastery)

Get practical learning through specialized certifications leading to a globally recognized Executive MBA.

Learn Practically with JBLI and Earn a Degree from GAU.

**Sunday-Only  
Classes**





## Overview

**Jibran Bashir Leadership Institute (JBLI)** is an exclusive affiliate center in Pakistan of Girne American University (GAU), Cyprus, which offers a two-year Executive MBA program through Micro-Credential Certificate Courses designed across three levels of learning.

Our meticulously crafted courses are designed with a strong focus on practical application. This ensures you will gain skills directly applicable to real-world business and leadership challenges, empowering you to lead confidently.

By completing the designated courses, including the Final Project, you'll earn a Micro-Credential Certificate for each course from GAU and JBLI and an Executive MBA degree from GAU. This prestigious degree, recognized globally, will position you at the forefront of Organizational Performance Leadership and fill you with pride and accomplishment.

## Learning Methodology

At JBLI, we're committed to providing a comprehensive learning experience. That's why we've adopted Jibran's 3C approach (Concept, Case, and Company) for each MBA course. This approach is designed to develop your procedural and strategic knowledge and skills, ensuring you're fully prepared for the challenges of the business world.

- 1** The Concept means delivering conceptual knowledge and frameworks regarding learning topics to develop procedural knowledge in students.
- 2** The Case component of the 3C approach is a playground for the mind. It's where we'll discuss written and video cases from the corporate world, each one a puzzle to be solved. This process is designed to enhance your strategic knowledge and keep you intellectually stimulated.
- 3** The Company aspect of our approach is particularly valuable, as it involves applying the procedural and strategic knowledge gained through assignments and projects in real-time organizations. This practical experience is crucial for establishing a robust skill set.

## Program Structure

The Micro-Credential Certificate Courses are divided into Four Semesters and three levels:

### Semester 1 (Certificate Courses)

1. Business Management (Level 1)
2. Business Economics (Level 1)
3. Leadership Development Program (Level 1)

### Semester 2 (Certificate Courses)

1. Strategic Management (Level 1)
2. Cases in Marketing Management (Level 2)
3. Seminar in Managerial Accounting (Level 2)

### Semester 3 (Certificate Courses)

1. Cases in Global Business Enterprises (Level 2)
2. Seminar in Financial Management (Level 2)
3. Seminar in Human Resource Management (Level 2)

### Semester 4 (2 Certificate Courses + Project)

1. Organizational Performance Leadership (Level 3)
2. Strategic Enterprise Artificial Intelligence (Level 3)
3. Graduation Project (Level 3)

Students will receive an official certificate for each course they complete, recognized by both JBLI and GAU. By the end of the program, they'll have 11 prestigious certificates to showcase, along with an Executive MBA degree from Girne American University.

The program spans four regular semesters, each lasting 16 weeks. To fulfill the degree requirements, students will complete a total of 36 credit hours, including a graduation final project, with each course and project carrying 3 credit hours.

## Admission Criteria

Applicants must meet the minimum eligibility criteria to be considered for admission to the Executive MBA Program in a highly competitive selection process.

**Admission is purely merit-based and rests solely on the following criteria:**

<b>1</b>	<b>16 Years of Education from HEC Recognized University.</b>
<b>2</b>	<b>Performance in the Admission Test developed by JBLI.</b>
<b>3</b>	<b>Work Experience (Minimum 3 Years).</b>
<b>4</b>	<b>Two Letters of Recommendation.</b>
<b>5</b>	<b>Submission of complete application, and supporting documents by the stipulated deadline.</b>
<b>6</b>	<b>Interview Performance (if called).</b>

The minimum criteria applicants must fulfill to be eligible to apply are above. However, meeting these criteria does not guarantee admission.

**Important Note:** No exemptions are allowed for non-business and business undergraduates.

## E-MBA Ideal For

- o Marketing and Sales Professionals
- o Human Resources Professionals (HR)
- o Manufacturing & Quality Assurance Professionals
- o Supply Chain Professionals
- o Accounts & Finance Professionals
- o IT Professionals
- o Entrepreneurs and Business Owners
- o Engineers & Doctors to excel in Management & Leadership Roles

## Fee Structure

SEMESTER 1	SEMESTER 2	SEMESTER 3	SEMESTER 4	TOTAL FEE
PKR 495,000	PKR 495,000	PKR 495,000	PKR 495,000	PKR 1,980,000

- The Application processing fee is 20,000/-PKR.
- There are no Admission, Semester Registration, and Security Fees.
- Students have the option to pay their semester fees in two equal installments: the first at the beginning of the semester and the second midway through the semester.

## Classes Day & Timings

CLASSES DAY	CLASSES TIMINGS
Sunday	10:30am to 1:30pm 02:30pm to 5:30pm 06:30pm to 9:30pm

## Important Dates

ACTIVITIES	DATES
Application Deadline	October 26, 2024, 5:00 pm (PKT)
Admission Test	October 30, 2024
Interviews	November 03, 2024
Admission Decisions	November 05, 2024
Deadline for fee Submission	November 12, 2024
Beginning of Classes	November 17, 2024

### Important Note:

The Institute reserves the right to change dates and deadlines for admissions. Please keep informed of any changes by visiting the JBLI's website periodically,



# **Benefits of Executive MBA (Micro-Credentials to Mastery) by JBLI & GAU**

## **Learning Benefits**

- 1. Practical Learning Experience:** JBLI's unique 3C approach (Concept, Case, and Company) integrates theoretical knowledge with real-world application, ensuring that students are well-prepared to address actual business challenges.
- 2. Structured and Progressive Learning:** The program's division into three levels of micro-credentials ensures a systematic enhancement of skills, from foundational knowledge in business management to advanced leadership and strategic enterprise AI.
- 3. Hands-on Projects and Case Studies:** Students gain practical exposure by working on real-time assignments with actual organizations, applying both procedural and strategic knowledge learned throughout the program.
- 4. Comprehensive Curriculum:** The program spans business economics, marketing, finance, HR, and artificial intelligence, equipping participants with a versatile skill set necessary to lead in a variety of business environments.
- 5. Industry-Experienced Faculty:** Courses are taught by JBLI Business Consultants and Senior Working Professionals who bring practical and applied knowledge directly from the industry to students.

## **Career Benefits**

- 1. Global Career Readiness:** The Executive MBA provides a prestigious qualification that enhances your profile for leadership roles in multinational corporations and global enterprises.
- 2. Leadership Development:** The Leadership Development Program, combined with organizational performance leadership, prepares students for senior management positions, enabling them to lead teams and organizations effectively.
- 3. Enhanced Marketability:** Completion of micro-credential courses showcases mastery of specialized skills, making graduates more competitive in the job market.
- 4. Career Flexibility:** With certifications in various disciplines like Strategic Management and Global Business, graduates can transition into multiple career paths or industries with ease.
- 5. Industry Connections:** The faculty of industry experts provides networking opportunities that can open doors to new career paths and job opportunities.



## Recognition Benefits

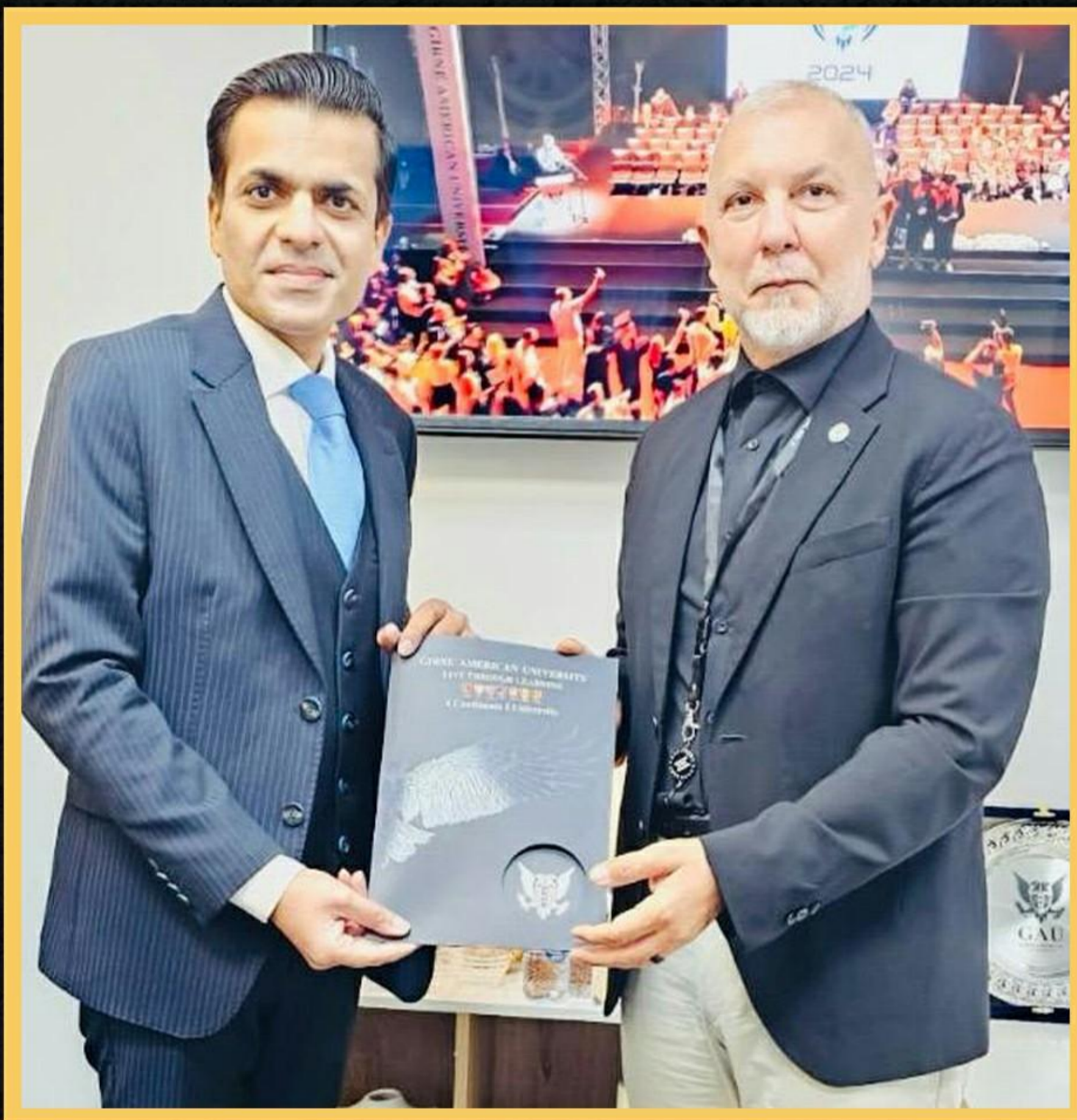
- 1. Globally Recognized Degree:** Graduates earn an Executive MBA degree from GAU, which holds international recognition, ensuring that your credentials are respected across the globe.
- 2. Micro-Credential Certification:** After each course, students receive a joint certificate from JBLI and GAU, offering continuous acknowledgment of achievements throughout the program.
- 3. Prestigious Affiliation:** Being affiliated with JBLI, an exclusive partner of GAU in Pakistan, adds a high level of prestige to the degree, demonstrating your affiliation with globally recognized institutions.
- 4. Academic and Professional Validation:** Graduating with this Executive MBA signals mastery in business leadership and strategic management, validated by top-tier academic and professional institutions.

## Financial Benefits

- 1. High Return on Investment:** The Executive MBA equips students with advanced skills and qualifications that can significantly boost earning potential, positioning graduates for higher-paying executive roles.
- 2. Cost-Efficient Program:** The modular payment structure allows students to pay semester fees in two equal installments, providing flexibility in managing tuition costs.
- 3. Entrepreneurial Opportunities:** Graduates will gain essential skills that can be directly applied to entrepreneurial ventures, increasing the potential for business success and financial independence.
- 4. No Hidden Fees:** The program eliminates unnecessary fees, including admission, semester registration and security fees, making it a financially transparent investment.

# Collaboration between GAU & JBLI

In 2024, Mr. Serhat Akpinar, Founder of GAU, and Mr. Jibran Bashir, Founder of JBLI, officially signed an agreement at the GAU Dubai Office. After this agreement, JBLI became an affiliate center for Girne American University (Cyprus) in Pakistan. The collaboration of these two esteemed organizations is a testament to their unwavering commitment to excellence in education and their dedication to nurturing tomorrow's leaders.



## Girne American University (GAU)

Girne American University is a non-profit university in Kyrenia, a city in Northern Cyprus. It was founded in 1985 by Mr Serhat Akpinar as an institution of American-style higher education. It is part of YÖDAK, the higher education coordinating council of Northern Cyprus, and YÖK, its Turkish parallel.



## Facts about the University

- **University Main Campus located in Cyprus**
- **Global University with International Campuses in 4 Continents**
- **12.000 students from 135 different countries**
- **Over 50,000 Graduates**
- **Over 200 International Collaborations**
- **Within the Top 78 Worldwide Universities (Eduniversal Ranking)**



## Jibran Bashir Leadership Institute (JBLI)

The Jibran Bashir Leadership Institute (JBLI) is a premier, multidimensional leadership solutions organization based in Lahore, Pakistan, committed to empowering businesses and individuals to thrive in the fast-paced, ever-evolving global landscape. Established in 2020 by visionary leader Jibran Bashir, JBLI provides world-class intellectual products, consulting, coaching, leadership development programs, certifications, and industry-leading thought-sharing services.

Operating nationally and internationally, JBLI specializes in addressing the complexities of the VUCA (Volatile, Uncertain, Complex, Ambiguous) world, equipping leaders with the skills and strategies needed to navigate uncertainty and drive sustainable success. With a rich portfolio serving industries like textiles, retail, leather and shoe manufacturing, real estate, furniture, packaging, insurance, and more, JBLI stands at the forefront of leadership excellence, driving innovation and transformation across diverse sectors.



## About JBLI

The Jibran Bashir Leadership Institute (JBLI) is a premier multidimensional leadership solutions organization. We provide unparalleled expertise through our top-tier intellectual products, consulting, coaching, development programs, certifications, and industry leading thought-sharing services.

**APPLY  
NOW!**

## CONTACT US

### Head Office:

24-A Block, Commercial Area,  
Phase 5, DHA, Lahore, Pakistan.

E-Mail: [info@jbli.org](mailto:info@jbli.org)

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

## FOR FURTHER DETAILS

**CALL NOW**

**+92 307 1111404**