

The
**Global
Business
School**

In Collaboration with



UNIVERSITY OF
CAMBRIDGE
Judge Business School



**Imperial College
Business School**
London, UK



Developing **GLOBAL
LEADERS
&
ECONOMIES**



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Ancestral Home of Batterjee Family



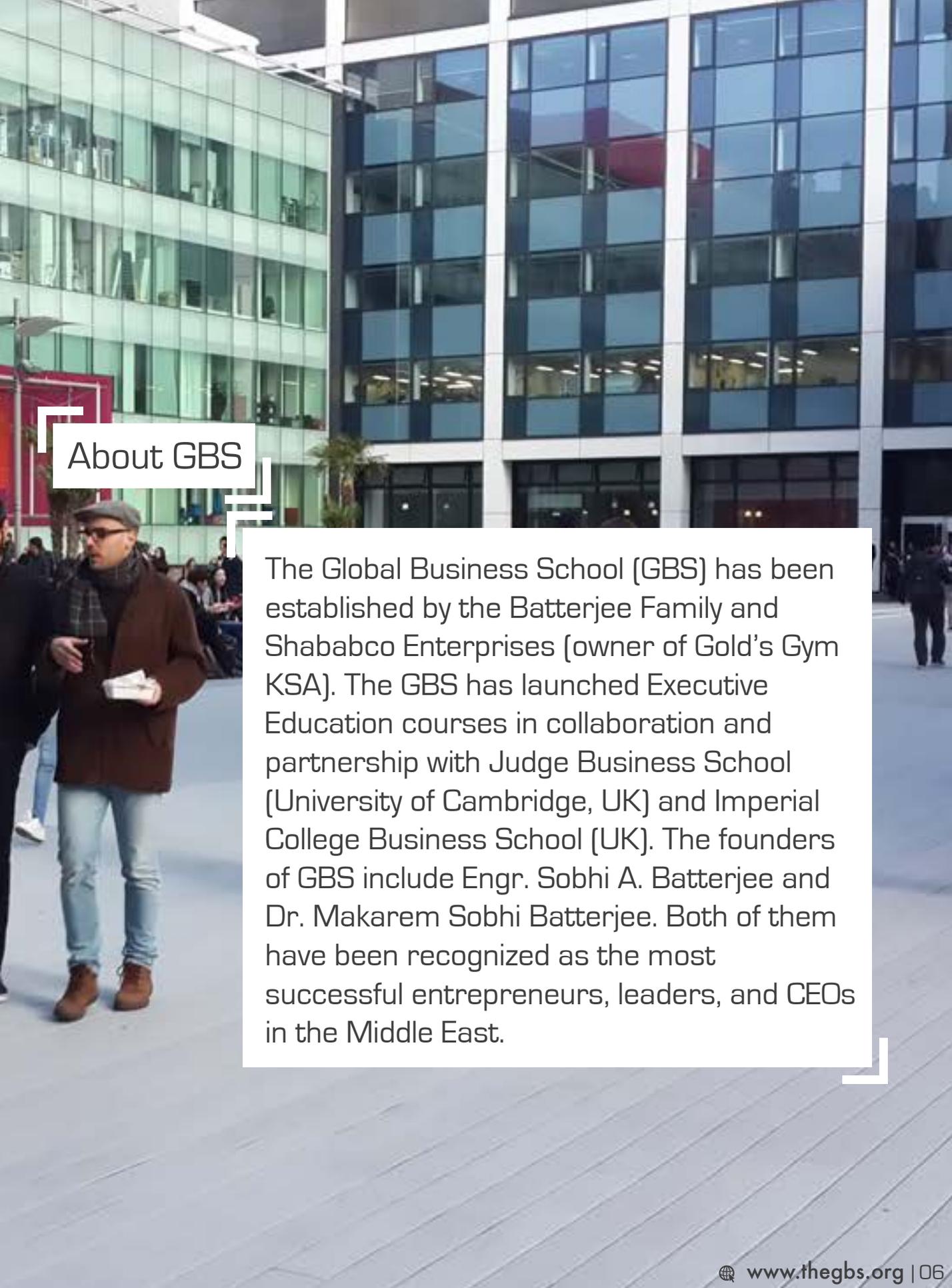
INTRODUCING A CULTURE OF ENTREPRENEURSHIP & INNOVATION



The Bait Al Batterjee (BAB) Group has been operating multiple businesses in Saudi Arabia since 1920s. It all started when the Batterjee Family brought modern medicine to Saudi Arabia almost 100 years ago. The first United States Embassy in Saudi Arabia was established in the House of Batterjees, which was rented to the US Embassy in 1934. The group owns and manages hospitals, pharmacies, construction companies, medical college, health spas, gyms, real estate, philanthropic organizations, and other businesses across the Middle East and North Africa (MENA) region.

The BAB group has been one of the pioneers in healthcare, fitness, education, and research activities in Saudi Arabia. The flagship chain of Saudi German Hospitals (SGH) was launched in 1988 by Engr. Sobhi A. Batterjee and Dr. Khaled A. Batterjee. In 2005, Dr. Makarem Sobhi Batterjee brought Gold's Gym (US chain) for the first time to Saudi Arabia and established world's largest Gold's Gym in Jeddah. It was the first gym for the female in Saudi Arabia. The Batterjee Medical College (BMC) was established in 2006, Jeddah. It was also the first private medical college for both male and female in Saudi Arabia.

After successfully establishing the SGH Group across the MENA region and launching Batterjee Medical College (BMC) in Jeddah, the Batterjee Family has established a world-class business school under the name of "The Global Business School (GBS)" in Jeddah.

A photograph of a modern, multi-story glass-fronted building. In the foreground, a man wearing a brown jacket, a grey cap, and glasses is walking and looking to his left. He is holding a white object, possibly a coffee cup or a small box. The building behind him has large glass windows reflecting the sky and surrounding environment. The overall scene is an outdoor urban setting.

About GBS

The Global Business School (GBS) has been established by the Batterjee Family and Shababco Enterprises (owner of Gold's Gym KSA). The GBS has launched Executive Education courses in collaboration and partnership with Judge Business School (University of Cambridge, UK) and Imperial College Business School (UK). The founders of GBS include Engr. Sobhi A. Batterjee and Dr. Makarem Sobhi Batterjee. Both of them have been recognized as the most successful entrepreneurs, leaders, and CEOs in the Middle East.

**WORLD CLASS
BUSINESS EDUCATION
PROVIDER
IN THE MIDDLE EAST**

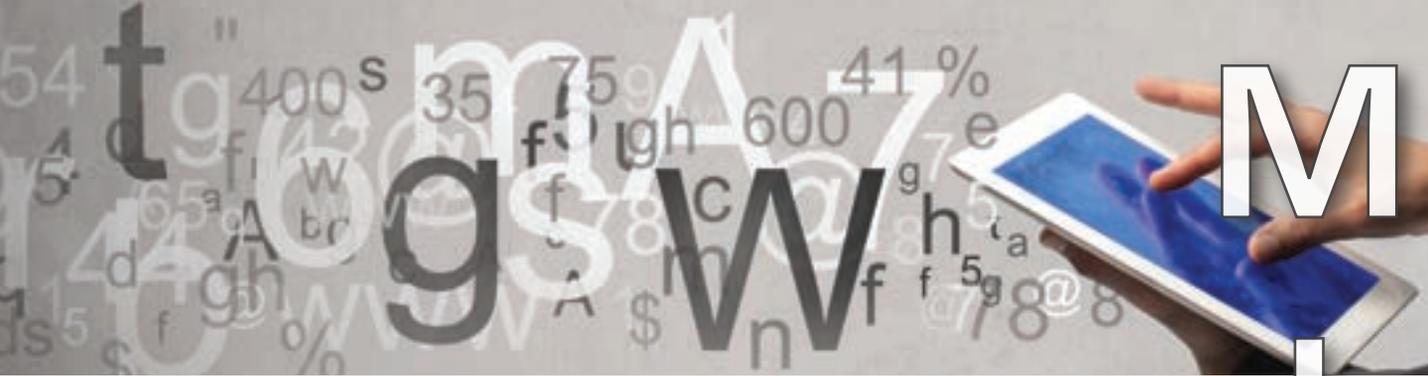
London





VISION

Be a world-class business education provider in the Middle East that creates social impact in the region by providing high-quality educational experiences, helping to develop a knowledge economy, conducting management research, and establishing industry linkages with a focus on leadership, entrepreneurship, innovation, and technology management.



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Impart

high-quality business, entrepreneurship, and technology management education to develop the knowledge economy and marketable skills among both male and female youth in Middle East region. We will provide them assistance to find jobs in the private sector in international market.

Recruit

high-quality international faculty for achieving teaching excellence, conducting management research, and imparting premier executive education with a focus on entrepreneurship, leadership, and innovation in Middle East.

Establish

a platform for conducting research and dissemination of knowledge on women entrepreneurship and leadership studies to create social impact and provide community service in Saudi Arabia as well as the region.

Produce

innovative and ethical entrepreneurs and leaders who will make meaningful and visible contributions to the development of intellectual capital, the growth of businesses, and the creation of private sector jobs for the growing youth population in Saudi Arabia and the region.

Bring

innovation and best practices from international business schools and universities to Saudi Arabia to strengthen business education, achieve international competitiveness, and attain outstanding levels of leadership and scholarship in Saudi Arabia and the region.



UNIVERSITY OF CAMBRIDGE

Judge Business School

The University of Cambridge was established in 1209 and has a rich heritage of almost 900 years. It is one of the most prestigious universities in the world. It is located in the UK and has 19,580 students with a total endowment of £5.8 billion (approx. SAR 32.3 billion). Cambridge has produced scientists such as Isaac Newton, 92 Nobel laureates, and six British prime ministers. Cambridge has 31 constituent colleges and over 100 academic departments.

The university occupies buildings throughout the city of Cambridge (UK). Judge Business School (JBS) is part of University of Cambridge. It offers MBA, Executive MBA, Diploma, and Executive Education courses.

Cambridge University Library is set to celebrate its 600 years as one of the world's greatest libraries with a spectacular exhibition of priceless treasures – and a second show throwing light on its more weird and wonderful collections. Older than the British Library and the Vatican Library, Cambridge University Library was first mentioned by name in two wills dated March 1416 and its most valuable contents stored in a wooden chest. The library now holds nine million books, journals, maps and magazines – as well as some of the world's most iconic scientific, literary and cultural treasures.



Isaac Newton

Scientist and University of Cambridge Graduate



Marcus Agius

Former Chairman Barclays Bank and University of Cambridge Graduate



John Browne

Former CEO British Petroleum and University of Cambridge Graduate



Stephen Hawking

Scientist and University of Cambridge Graduate



B Imperial College Business School London, UK



Prince Albert established Imperial College London in 1907 in the UK and soon became part of University of London. Imperial became an independent university from the University of London during its one hundred year anniversary. The college expanded its coursework to medicine through mergers with St Mary's Hospital. In 2004, Queen Elizabeth II opened the Imperial College Business School.

Imperial College has nine campuses in London and 16,347 students with total income of £969 million (approx. SAR 5.4 billion). It has produced 14 Nobel laureates. Imperial College stood 1st in Europe in Reuter's 2015 Rankings of "Top 100 Innovative Universities". It attracts students from 129 countries and awards 6,100 degrees annually. It focuses on science, engineering, medicine, and business. Imperial College Business School is situated in the heart of London, close to Kensington Gardens and Hyde Park. It offers MBA, Executive MBA, Diploma, M.Sc. in Healthcare Management, and Executive Education courses.

Imperial is organized into faculties of science, engineering, medicine and business. Its main campus is located in South Kensington, adjacent to Hyde Park and Kensington Gardens in central London. The university formed the first academic health science centre in the United Kingdom. Imperial is a member of the Russell Group, G5, Association of Commonwealth Universities, League of European Research Universities, and the "Golden Triangle" of British universities.



WHY SHOULD YOU INVEST IN EMPLOYEE TRAINING & DEVELOPMENT ?

Usually, there is a gap between CEO's Vision and his executives (1st line of direct reports to the CEO) and the middle management. This gap should be filled with new knowledge, management skills, best practices, tools, and techniques.

Investment in employee training and development helps employees in transforming CEOs vision to reality and profitability.

Harvard Business School research has shown that training can enhance employees' capabilities, talent, and business growth.

Employee training and development provide high-potential and rising star employees with new management and leadership skills that can result in high business growth and profitability.

Executive and management training enhance employees' knowledge, capabilities, communication, analytical, and problem-solving skills, which lead to better decision-making and enhances their leadership capabilities.

Better decision-making and leadership skills of executives and the middle management result in high efficiency for the business and customers.



Business efficiency leads to higher productivity that results in innovation.

Innovation leads to competitive advantage, which results in happiness at work, high morale, and motivation of employees.

Several research studies have shown that having talented and motivated employees are key differentiating factors between highly successful and low performing companies.

Talented and motivated employees lead to employee job satisfaction, which results in employee loyalty and retention.

Employee loyalty and retention lead to better customer service and happy customers, which lead to business growth and high profitability for your business.

The “100 Best Companies to Work For” of Fortune magazine spend about 7% of their payroll on training. The Return on Investment (ROI) can range from 30% -to- over 100% in a 3-year period.

Thus, companies must invest in their employees training and development for long-term sustainability, competitiveness, growth, and profitability.

WHY SHOULD YOU

CHOOSE

The
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CAMBRIDGE
Judge Business School



**Imperial College
Business School**
London, UK

Certificate of attendance will be issued by **University of Cambridge** (Judge Business School, UK) or **Imperial College Business School** (London, UK)

Enhance your career, knowledge, and skills for the international job market.

All courses are taught by international faculty members that hold Ph.D. degrees from world's top universities and have been teaching at University of Cambridge, Oxford, and others.

The Global Business School (GBS)
can help you grow your company
and profitability.



Case studies, articles, business games, and simulations from
Harvard Business School (USA)

Special courses for women entrepreneurs and leaders.

Networking opportunities with CEOs, business owners, venture capitalists, and international scholars.

Courses are offered in Jeddah, Riyadh, Dammam, Dubai, and London (UK).



Engr. Sobhi A. Batterjee

**Chairman & Co-Founder
GBS**

**President & Group C.E.O.
Saudi German Hospitals (SGH) Group**

The Batterjee Family and the Bait Al Batterjee (BAB) Group have been pioneers in bringing modern medicine and healthcare to Saudi Arabia almost 100 years ago. As a family, we have been striving to modernize and create social impact in Saudi Arabia as well as the MENA region. We have successfully revolutionized healthcare system in the country by establishing Saudi German Hospitals (SGH) throughout Saudi Arabia, UAE, Egypt, and other countries. Now, we have expanded our footprint to the education sector and management research with a vision to make Saudi Arabia a knowledge economy.

Applying a holistic approach, we are proud to have established the **Global Business School (GBS)** in Jeddah in collaboration and partnership with top international business schools such as;

Judge Business School (University of Cambridge, UK) and Imperial College London Business School (UK).

The GBS has been formed with a vision to cultivate talent within the Middle East region by offering world-class business education, experiential learning, and management research opportunities for the youth as well as corporate executives. This initiative serves as part of our contribution to the whole society not only in Saudi Arabia but the entire MENA region.

We aspire to act as change agents and make an impactful contribution towards advancing the knowledge economy, inculcating innovation and entrepreneurship, augmenting the leadership pipeline, enhancing economic empowerment of women, and creating a social impact by imparting world-class business education.

I welcome you to join the GBS community and be part of a world-class institution that will help transform our nation as well as the entire region.





Dr. Makarem Sobhi Batterjee

**President & Founder
GBS**

**C.E.O.
Shababco Enterprises**

**Executive Vice President
Saudi German Hospitals (SGH) Group**

The Global Business School (GBS) has been established with a vision to be a world-class business school in the Middle East and North Africa (MENA) region. We have become one of the top business schools in the region by forming strategic collaborations and partnerships with top international universities and business schools such as Judge Business School (University of Cambridge, UK) and Imperial College Business School (UK).

GBS is another landmark project of the Bait Al Batterjee Group. We are fortunate to be supported and sponsored by a world-renowned “Batterjee Family” and “Batterjee Medical College”.

The focus of our business school is on leadership, entrepreneurship, and innovation. We remain steadfast to transform Saudi Arabia as well as the region and create a social impact by empowering the youth, helping to create a knowledge economy, fostering innovation and entrepreneurship, and imparting high-quality business education.

With the help of our international collaboration partners, students of our degree programs and participants of executive education courses are taught by internationally renowned faculty from North American and European universities.

Our graduates will be successful leaders and entrepreneurs of tomorrow and are placed in top multi-national companies throughout the world. The participants of our Executive Education programs will enhance their careers by leaps and bounds. We are determined to render a memorable learning experience for students as well as executive education participants.

You can join GBS to build a bright, safe, and prosperous future for yourself, Saudi Arabia, and the Middle East region, Insha Allah!





Dr. Rizwan Amin Sheikh, Ph.D.

**Dean and Professor
GBS**

The Global Business School (GBS) in Jeddah has become one of the top business schools in Saudi Arabia as well as the Middle East region. We have achieved this success in such a short period of time due to highly qualified international faculty, research focus, infrastructure, our sponsors (Batterjee family and the Batterjee Medical College), and international collaboration partners such as Judge Business School (University of Cambridge, UK) and Imperial College London Business School (UK).

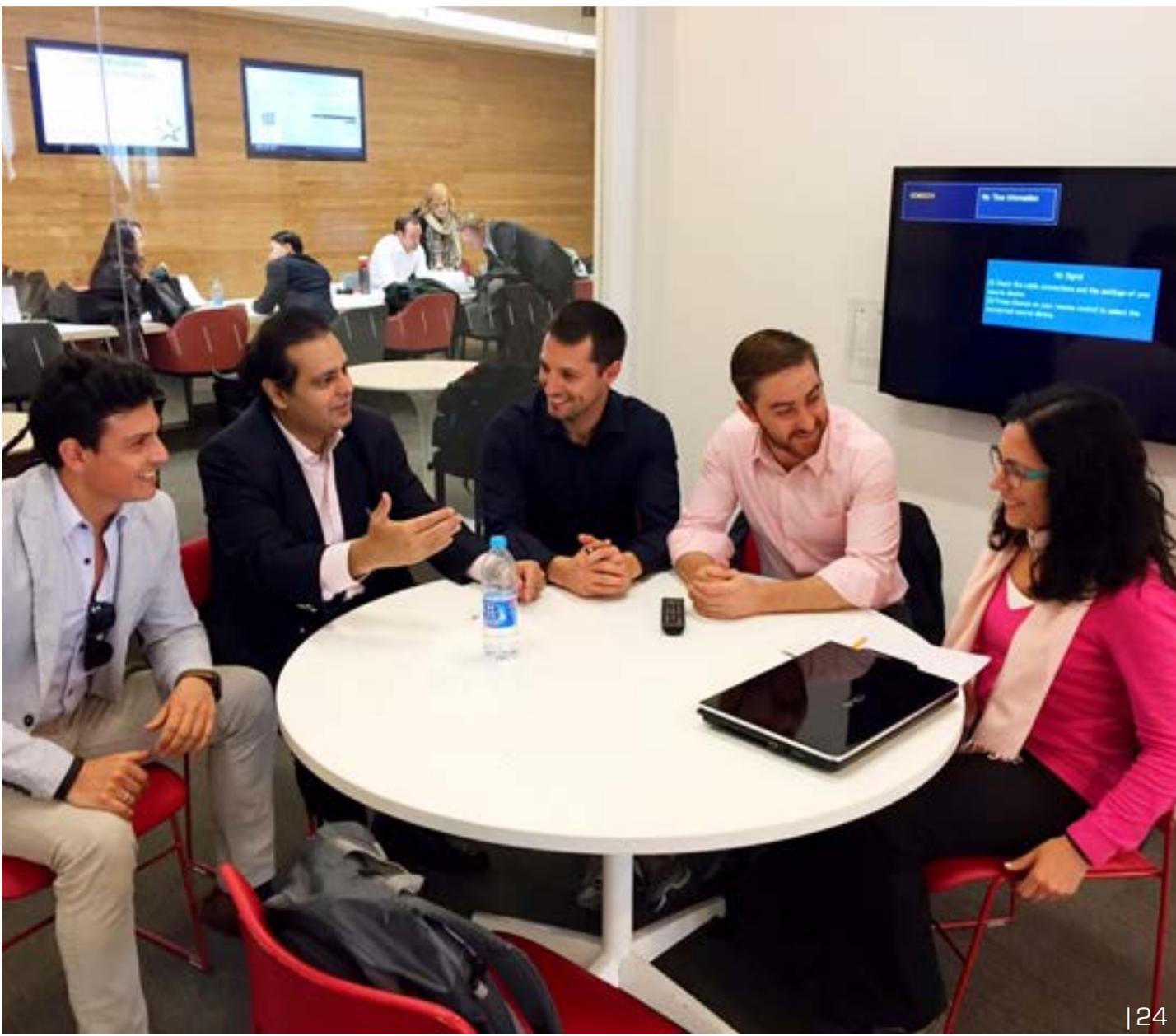
Our internationally recognized teachers and researchers hold Ph.D.s from top North American and European universities such as Harvard, University of Cambridge, University of Oxford, Stanford, McGill University, and others. Our faculty knows how to inculcate knowledge and modern management practices into a degree-seeking students as well as corporate executives.

Our world-class Executive Education Center (EEC) and Center of Excellence for Entrepreneurship and Leadership (CEEL) have been recognized by corporate

executives, teachers, and researchers as one of the best in the region. Due to our high-quality education, faculty, research focus, and state-of-the-art infrastructure, we have become the most sought after business school in the Middle East by corporate and public sectors.

Whether you are corporate executives or a degree-seeking student, we are committed to providing you with a transformational experience and life changing learning opportunity at GBS. Our international faculty members leverage modern pedagogies including case method, interactive lectures, simulations from Harvard Business School, field trips, and action projects to impart knowledge and management best practices.

I welcome you and assure you that you will have a memorable, immensely valuable, and cherished learning experience at GBS, Insha Allah!





Engr. Sobhi A. Batterjee

Chairman & Co-Founder, GBS
Group President & CEO
Saudi German Hospitals (SGH) Group



Dr. Makarem Sobhi Batterjee

President & Founder, GBS
CEO, Shababco Enterprises
CEO, Golds' Gym, Saudi Arabia
Executive Vice President, SGH Group



Dr. Rodney Turner

Professor SKEMA Business School, France
Ph.D., Oxford University



Dr. Nelson Phillips

Professor & Deputy Dean
Imperial College London Business School, UK
Ph.D., University of Alberta, Canada



Dr. Rizwan Amin Sheikh

Dean & Professor, GBS
Ph.D., SKEMA Business School, France
MBA, Cleveland State University (USA)





Dr. Rizwan Amin Sheikh

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B.Sc., The Ohio State University, USA
Certified PMP, PMI, USA



Dr. Phillip Stiles

Professor, JBS, University of Cambridge, UK
Ph.D., University of London, UK



Dr. Rodney Turner

Editor in Chief,
International Journal of Project Management (IJPM)
Author and Editor of Sixteen Books
Ph.D., Oxford University
M.Sc. Oxford University



Dr. Tayyab Maqsood

Associate Professor and
Deputy Head of School of Property, Construction,
and Project Management
RMIT University, Australia
PhD, RMIT, Australia



Dr. Nelson Phillips

Professor & Deputy Dean
Imperial College London Business School, UK
Ph.D., University of Alberta, Canada



Dr. Khalid Ahmad Khan

World Bank Consultant
CEO, Expert Systems (Pvt) Ltd.
Adjunct Faculty, Lahore University of Management Sciences (LUMS)
Ph.D., SKEMA Business School, France
M.Sc., Northwestern University, USA
B.Sc., King Fahd University of Petroleum & Minerals (KFUPM), KSA



Dr. Merwyn Strate

Professor, Hult International Business School
Ph.D., University of Nebraska (USA)
MBA, University of Nebraska (USA)



Dr. Rabia Naguib

Professor, Doha Institute for Graduate Studies
Ph.D., HEC Montreal, Canada



Research Centers

GBS has established the following research centers to conduct management research that can be beneficial for both the public and private sector companies in the MENA region:

- Center of Excellence for Entrepreneurship & Leadership (CEEL)
- Center of Excellence for Women Entrepreneurship & Leadership (CEWEL)
- Blue Ocean Strategy Research Center (BOSRC)
- Mega Project Management Research Center (MPMC)
- Innovation & Technology Management Research Center (ITMRC)
- Center for Healthcare Management & Innovation (CHMI)
- SME & Family Business Research Center (SFBRC)
- Strategy & Competitiveness Research Center (SCRC)

EXECUTIVE EDUCATION PROGRAMS





Open Enrollment Programs

GBS offers the best executive education programs in Saudi Arabia and the Middle East region through its highly qualified international faculty and collaboration partners. All of our faculty members hold Ph.D. degrees from world-renowned North American and European universities including Oxford, Cambridge, Harvard, Imperial and others.

3 DAYS

HIGH IMPACT LEADERSHIP

**PROGRAM OVERVIEW**

In today's dynamic business environment and global competition, leadership skills must continue to evolve and adapt in order to meet the constantly changing business environment and global marketplace. In such circumstances, executives seek valuable contribution by their teams to achieve the vision, mission, goals, and objectives. However, the person holding the reign needs to act as more than an executive. He must exhibit high impact leadership skills to keep the team's morale high at all times, enhance motivation levels, bolster team relationships, and be a catalyst to change.

This three-day course will provide participants with global knowledge, skills, and tools that are essential to become a transformational and high-impact leader. This program is all about finding new and better ways of motivating, persuading, leading, and transforming your organization and people.

3 DAYS

BECOME A SUCCESSFUL BUSINESSWOMAN (ENTREPRENEUR) & LEADER IN THE MIDDLE EAST

**PROGRAM OVERVIEW**

Entrepreneurship is a way of thinking, reasoning, risk taking, and leading. Successful entrepreneurs find creative ways to identify opportunities and unmet needs of customers. They then formulate business strategies and create products and services to cater to customers' needs and demands. Keeping a close eye on profitability, optimum resource utilization, and exploiting market opportunities are key traits that successful entrepreneurs must hone in to create profitable and growing businesses.

This program has been designed for women to exhibit what it takes to be a successful entrepreneur. It shows participants how to identify business opportunities, enter new markets, launch new products and services, and craft high growth business strategies successfully. Examples of various successful female entrepreneurs are used to illustrate the behaviors, decisions, risk-taking, and roles of successful entrepreneurs to pursue lucrative business opportunities.

STRATEGY & INNOVATION FOR GROWTH AND SUSTAINABILITY



PROGRAM OVERVIEW

Ever wonder, how to make business more cost effective, efficient, and profitable in saturated markets? Sometimes, we have to unlearn to learn new things or doing it unconventionally. This three-day program shows you what to do differently in order to achieve more than what you have accomplished thus far. It starts with fundamental concepts of strategy, exhibits how to integrate innovative ideas into your business strategy, and then helps you create a winning business strategy. The program also exposes the participants on how to take an organization to new heights of growth through disruptive innovation and blue ocean strategy.

FINANCIAL ACUMEN FOR NON-FINANCE EXECUTIVES (FANFE)



PROGRAM OVERVIEW

There is a growing need for executives to understand how business accounting and finance work in the corporate world. This program has been designed for executives coming from engineering, social sciences, and any other non-finance backgrounds. It will provide a focused and hands-on experience on the fundamental and commonly used financial concepts and techniques in businesses. This program will equip the non-financial executives and managers with skills that will enable them not only to grasp core financial matters but also to conduct financial analysis themselves. It will transform the functional executives into leaders who can integrate their business and investment strategies using modern financial tools. It will also enable them to make critical decisions based on economic indicators and financial data.

CREATING HIGH PERFORMANCE TEAMS FOR GROWTH & CHANGE



PROGRAM OVERVIEW

Organizations require diverse set of skills to enhance productivity and performance of their employees. Building and managing high performance teams are key challenges for executives as well as corporations. This three-day course has been designed to learn how to create, manage, and lead high performance teams with diverse backgrounds and cultures. It will also show executives the dynamics of high performance teams and how to create a culture that fosters teamwork. It will further explore techniques that can be used for persuasion, influence, consensus building, and change management. Managing change can be immensely challenging especially in a multi-culture environment. This hands-on course will show real life examples of how corporations, not-for-profit organizations, and public sector entities have built high performance teams, managed change initiatives, and achieved remarkable business growth.

SUCCESSFUL PROJECT MANAGEMENT

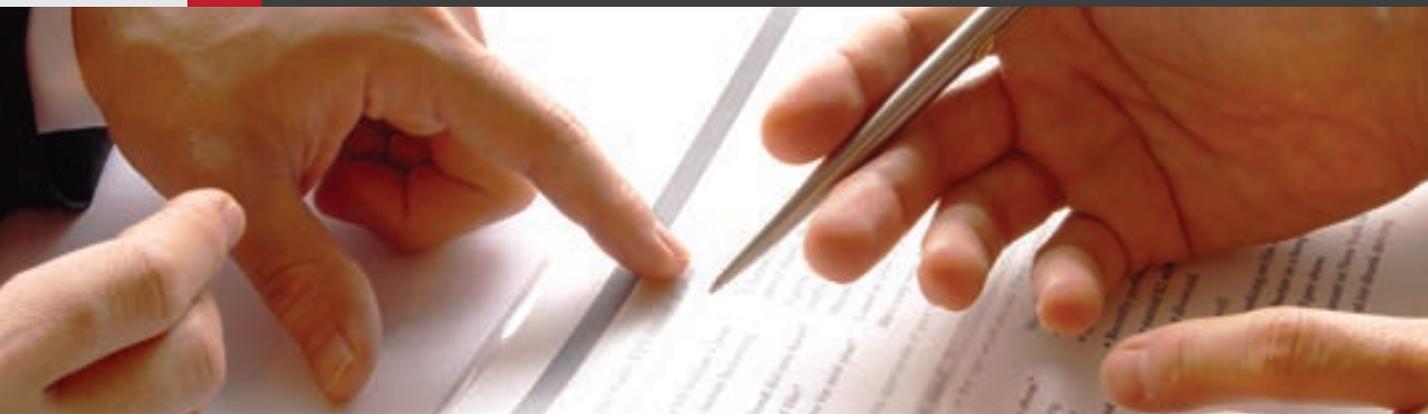


PROGRAM OVERVIEW

Organizations usually are engaged in projects of different nature across various industries. Project teams face immense challenges such as budget constraints, limited resources, tough delivery schedules, scope management, inefficient teams, and meeting ever-changing demands of key stakeholders. Successful project management is more than just planning, scoping, scheduling, and execution. It is about securing stakeholders' interests, avoiding pitfalls, navigating through complex situations, driving the project team towards a shared vision and goal, managing conflicts and delivering projects within stipulated time, specifications, and budget.

This program has been designed to enhance your project management, leadership, team building, negotiation, stakeholder management, and communication skills. It takes a management perspective and shows participants how to leverage global project management best practices, tools, and techniques to deliver projects successfully in a diverse and multi-cultural environment.

ART OF SUCCESSFUL NEGOTIATIONS



PROGRAM OVERVIEW

Negotiations and leadership are key skills to succeed in today's dynamic world. Effective negotiations with international business partners, vendors, colleagues, government officials, and key stakeholders can make an immense difference in successfully running your business and organization. This program has been designed for senior executives to enhance their negotiation skills while exhibiting leadership. It will prepare you to negotiate effectively and successfully every time you sit at the table anywhere in the world.

MARKETING AND BRAND MANAGEMENT



PROGRAM OVERVIEW

Marketing and branding are critical successful factors for any business and organization. No matter what kind of product or services your company offers, it is crucial to have the right marketing strategy with a strong brand. Executives face immense challenges in crafting and implementing effective marketing strategies along with creation of a strong brand.

This course has been designed for executives to learn how to create and implement an effective marketing strategy. They will also be able to understand the 5Cs and 4Ps of marketing. Customer management allows marketing managers to make investment decisions by drilling down into each customer's profitability or customer lifetime value (CLV).

In addition, it shows participants how to build, nurture, manage, leverage, and defend strong brands. It further illustrates how companies can integrate marketing and branding to achieve business growth, sustainability, and profitability.



EXECUTIVE EDUCATION PROGRAMS

Customized Programs

We directly work with organizations in corporate and public sectors and devise customized programs according to their needs. We conduct Learning Needs Assessment (LNA) for companies and develop customized executive education programs that are viable and reap immediate benefits for the participants as well as organizations.



Business & Corporate Strategy
Leadership
Change Management & Team Building
Succession Planning
Innovation and Strategy
Negotiations
Family Businesses
Corporate Governance
Human Resource Management
Entrepreneurship
Project Management
Finance
Marketing & Branding
Healthcare Management

A long-exposure photograph of a highway at night, showing bright white and red light trails from moving vehicles. A street lamp is visible in the upper center, and a green road sign with 'km' is on the left. The background shows city lights and a dark sky.

ACADEMIC PROGRAMS & ROADMAP



2016

Executive Education Programs

2017

One-Year Diploma in Entrepreneurship, Leadership, Healthcare Management, and Project Management

2018

Undergraduate
(Bachelors in Business Administration)

2019

MBA and Executive MBA

2020

M.Sc. in Healthcare Management
and Project Management

2021

Ph.D. in Management



Corporate Sector Consulting Services

GBS is one of the leading management consulting service providers to the government and corporate sector companies in Middle East & North Africa (MENA) region. With the changing business landscape of the Middle East, it has become critical for organizations to have a clear understanding of economic, legal, social, and technological dynamics of the local and global business environment. Our team of outstanding professionals comprising of international faculty, consultants, economists, and researchers are committed to improving the quality of your businesses and organizations. We can help you build up and strengthen your competitive advantage. Specializing in both public and private sectors, our consulting team possess extensive experience to assist organizations in overcoming management challenges. We have worked with businesses, organizations, and government institutions and have successfully enabled them to become more sustainable, socially responsible, and prosperous.

We offer following consulting services to the corporate sector:

- Business and Corporate Strategy Review and Formulation
- Creation of a Blue Ocean Strategy for Companies
- Corporate Governance
- Organization and Leadership Development
- HRM and Succession Planning
- Family Business Structuring
- Corporate Social Responsibility (CSR)
- Business Process Re-engineering
- Supply Chain Management
- Project Management
- Business Case and Feasibility Studies



Public Sector Consulting Services

Public sector organizations and government entities need to keep pace with latest management trends, research, and best practices. Our international faculty, consultants, and researchers have been assisting governments and public sector organizations around the world. We have helped public entities become more agile, efficient, transparent, and citizen-centric.

Our consulting services for the public sector include:

- Institutional Reforms & Governance
- Review and Formulation of Strategy at Ministry and Department Level
- Creation of a Blue Ocean Strategy for Public Sector Entities and Ministries
- Mega Project Management
- Monitoring and Evaluation (M&E) of Mega Projects
- Project Governance
- Healthcare Management and Reforms for the Public Sector
- Education Sector Reforms
- Planning & Development of Public Sector
- Portfolio and Risk Management

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CAMBRIDGE
Judge Business School



**Imperial College
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London, UK

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Kingdom of Saudi Arabia

شركة مبادرة التعليم الريادي المحدودة

برج طريق الملك ، مكتب رقم ٢١٠٩
ص ب: ٣٦٧٥ ، جدة
المملكة العربية السعودية

A n I n i t i a t i v e O f

