

The background of the entire page is a composite image. It features a person in a dark blue suit seen from the side, reaching out to touch a large, transparent digital screen. The screen displays various data visualizations: a bar chart with four bars of increasing height, a pie chart with several segments, and a world map. The background of the screen is filled with binary code (0s and 1s). Large, semi-transparent geometric shapes in blue, red, and orange are overlaid on the image, creating a modern, tech-oriented aesthetic.

# MS BUSINESS ANALYTICS

SPRING 2022 ADMISSIONS

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30 CREDIT HOURS PROGRAM



## ABOUT KSBL

KSBL was founded with a vision to establish a world-class institution of business learning that will be dedicated to producing creative leaders capable of competing in the global marketplace. KSBL is committed to promoting the core values of diversity, independence, integrity, ethics, and entrepreneurial spirit by creating a community of world-class managers, business leaders and entrepreneurs.

The KSBL Campus,  
Karachi

## THE BIG PICTURE , WHY US?

Want to be part of a culturally vibrant intellectual community that we are committed to building? If yes, then KSBL is just the place for you. KSBL prepares you to lead sustainable organizations in a complex and rapidly changing world. Our global group of faculty, advisers, and academic council members constantly anticipate the key skills, concerns, issues, and prospects and adapt the overall KSBL experience to what will help you thrive.

Chairman Hussain Dawood talking  
to the students and faculty at KSBL



## MS BUSINESS ANALYTICS

With the evolution of new data sources stemming from digitization, the industry requires a skill set with an in-depth understanding of the applications of data. Data is truly harnessed when analytics are applied, insights are drawn, and decisions are made. MS Business Analytics at KSBL takes a skills-based approach to applying latest techniques in data analytics for generating insights for businesses, enabling data-driven decision-making in a technology-driven environment. Our cutting-edge program fills the skills gap by offering a combination of technical tools, softwares, business education and hands-on real-world problem solving.

## WHY STUDY BUSINESS ANALYTICS AT KSBL?

KSBL provides a unique ecosystem that enables hands-on learning using case studies, real life projects and latest research. The transformationary nature of business analytics makes this program relevant for professionals from all sectors, industries, and regions. As data savvy graduates increasingly become sought-after, the program offers immense potential in the workplace of the future.

## MARKET-DRIVEN PROGRAM DESIGNED WITH THE LATEST ANDRAGOGY

## STRONG PLACEMENTS BECAUSE OF MARKET DEMAND AND KSBL LINKAGES



INNOVATIVE  
TEACHING



Dr. Shazib Shaikh  
Associate Professor, Business Analytics  
Head of Dept., Decision Sciences

Dr. Shazib Shaikh did his PhD from University of Manchester, UK, and has more than 15 years of consulting and academic experience. He completed his MSc in Computation (Distinction) from University of Manchester Institute of Science & Technology, UK.



Dr. Nida Khan  
CEO, Nash FintechX  
Faculty – Fintech

Dr. Nida is the CEO of Nash Fintech X, a start-up in Luxembourg providing software solutions in Blockchain and AI. She was ranked the 12th most influential woman in Islamic Business and Finance 2019 and 2020. She was also the CTO of OneAgrix, a Singapore based e-commerce platform. She has also held various positions as a faculty member in various parts of the world.

WORLD-CLASS  
FACULTY



Dr. Ahmed Junaid  
Associate Professor  
Finance & Accounting

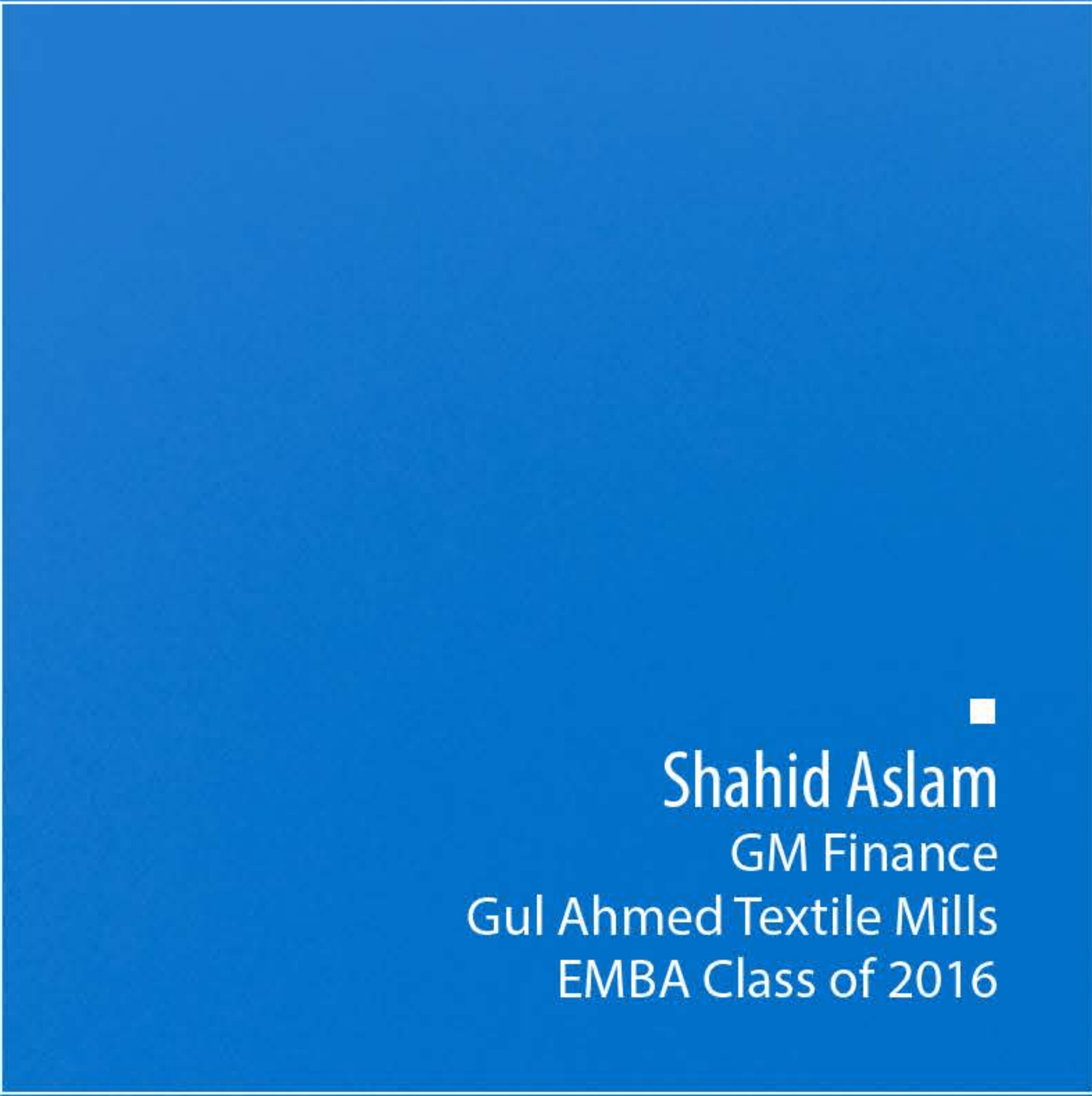
Dr. Ahmad Junaid is an Associate Professor, Cluster Head Finance and Accounting at KSBL. Before joining KSBL he was at IBA as Chairman of Department of Finance and research fellow CBER. He has also taught at various leading international universities in France including Kedge Business School and IAE-AIX graduate school of management in their top ranked programs.



Latest case studies, simulations and articles under license from Harvard Business Publishing.

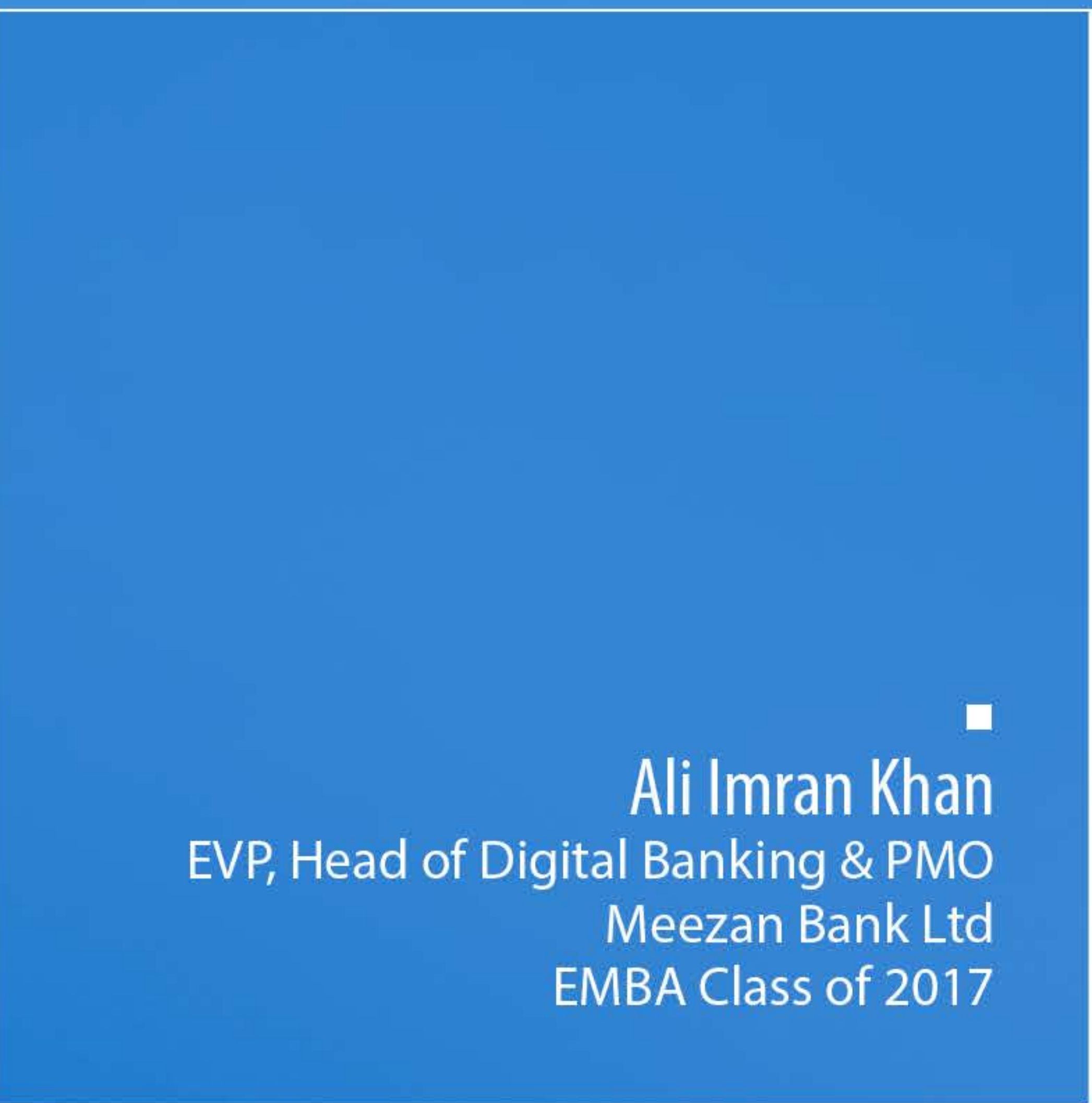


THE KSBL  
EXPERIENCE



Shahid Aslam  
GM Finance  
Gul Ahmed Textile Mills  
EMBA Class of 2016

"Being a Chartered Accountant & LLB and having a progressive career already, the KSBL experience was truly transformational in my approach to my career and life as a whole. KSBL with its exceptional professors, course design, case studies methodology & practical approach coupled with intense classroom discussions between experienced professionals as class fellows creates an unparalleled learning environment. I would highly recommend the KSBL EMBA experience professionals aiming for future leadership positions."



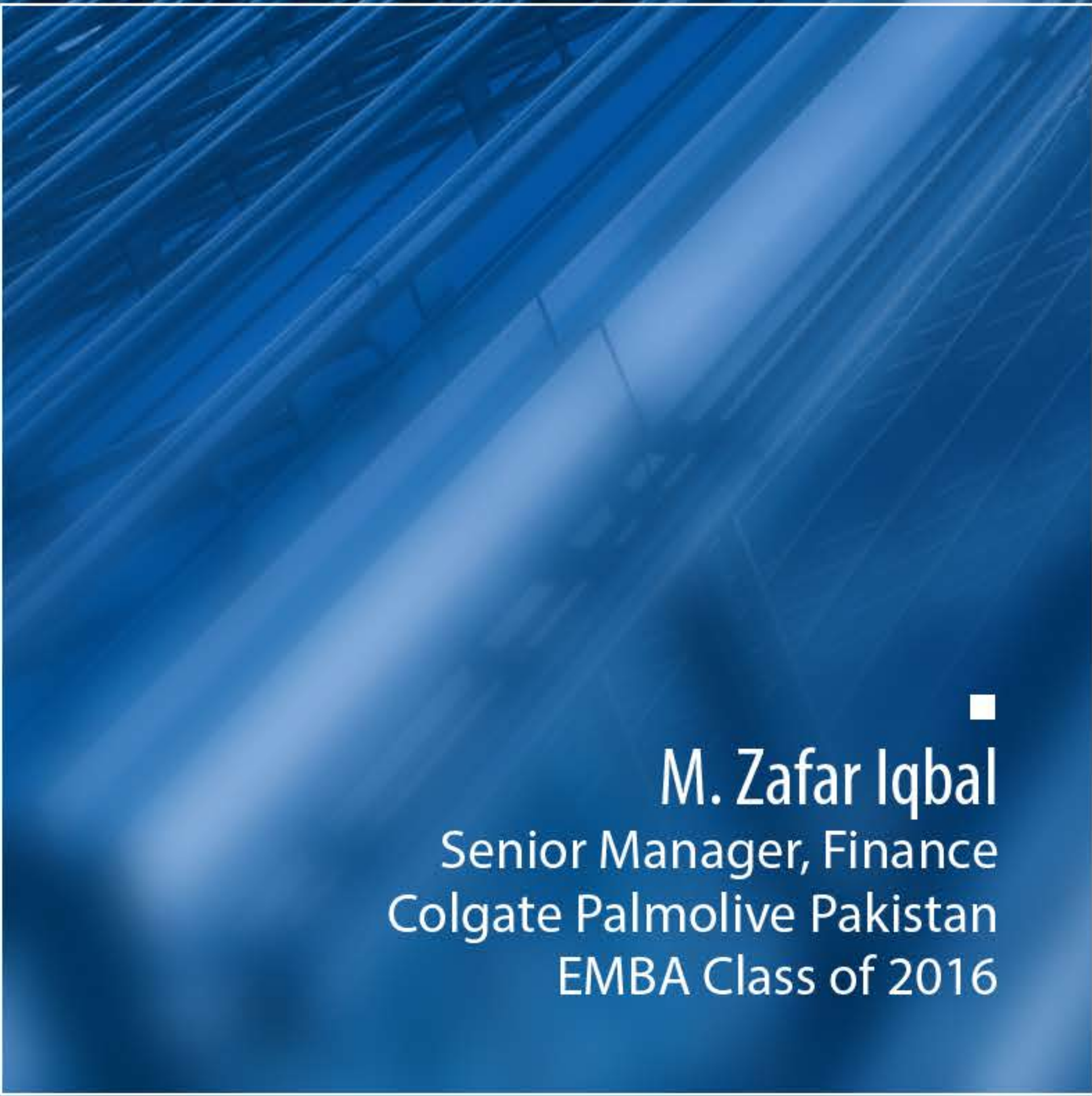
Ali Imran Khan  
EVP, Head of Digital Banking & PMO  
Meezan Bank Ltd  
EMBA Class of 2017

"Joining KSBL is one of the best decision in my life as it has helped me in becoming a better version of myself. The faculty and my class fellows have contributed a lot to have a better and correct view of the things and transformed myself from planning & execution person to strategize & alignment person. Among several capabilities, one of the capability KSBL has given me is to identify and connect related and relevant things together and make better and informed decisions."



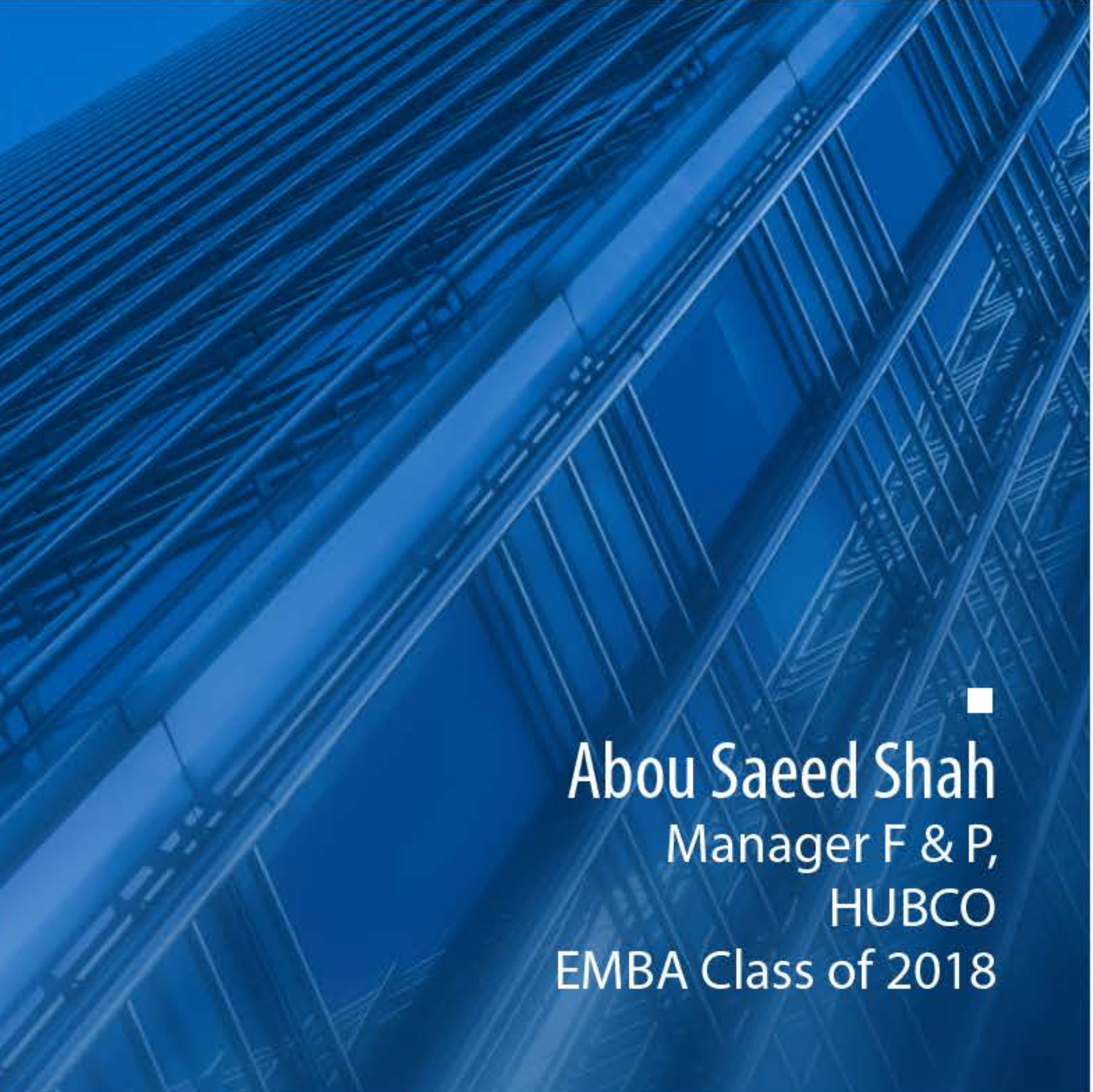
Abou Saeed Shah  
Manager F & P,  
HUBCO  
EMBA Class of 2018

"I have found KSBL to be very competitive with highly qualified and experienced faculty. The case studies provide excellent opportunity to learn and understand the challenges faced by the professionals and prepare them for the competitive corporate environment."



M. Zafar Iqbal  
Senior Manager, Finance  
Colgate Palmolive Pakistan  
EMBA Class of 2016

"The teaching methodologies and classroom environment of the KSBL Executive MBA program enriched my mind with how business principles are applied in the real world."





# MS BUSINESS ANALYTICS CURRICULUM

Our curriculum is designed to cover core concepts, teach the usage of statistical tools and develop insights, so managers and leaders are able to analyze, describe and predict.

The curriculum is designed keeping in view hands-on applicability in key business areas of marketing, finance, HR, operations etc, to name a few.

## KSBL MS BUSINESS ANALYTICS TIMESPAN & CURRICULUM

30  
CREDIT HRS  
3 CREDIT HRS PER COURSE

SEMESTER I	<ul style="list-style-type: none"><li>• Data Analysis &amp; Modeling</li><li>• Programming for Data Science</li><li>• Business Strategy in the Digital Era</li></ul>
SEMESTER II	<ul style="list-style-type: none"><li>• Machine Learning</li><li>• Information Management</li><li>• Marketing Analytics</li></ul>
SEMESTER III	<ul style="list-style-type: none"><li>• Electives</li><li>• Thesis</li></ul>
ELECTIVE COURSES	<ul style="list-style-type: none"><li>• Big Data Technologies</li><li>• Mining the Web and Social Media</li></ul>

- 30 credit hours of courses to be completed in 1.5 years
- Flexibility of class schedules for working professionals





# ADMISSIONS

Admission at KSBL is based on various parameters of competencies and diversities of applicants. Here you will understand how the admissions process works, from completing your application, to reaching the interview stage.

## PROGRAM FEE

Please note: KSBL revises its fee structure every year but it is subject to change anytime without prior notice. The fee structure does not include housing, food, government taxes or any other additional facilities. Fee structure does not vary for international students.

## ADMISSION REQUIREMENTS

## SELECTION PROCESS

## HOW TO APPLY

## KEY DATES & TIMELINES

APPLICATION FEE (Including KMAT FEE of PKR 3,000)	PKR 5,000
PROGRAM FEE	PKR 25,000 Per credit hr

- 1 16 years of education at the time of Admission (Those awaiting results may also apply)
- 2 Undergraduate CGPA or minimum 2.5

- 1 Online Application assessment
- 2 KMAT (KSBL Management Admissions Test) NTS-GAT, GRE, GMAT are also accepted
- 3 Interview by Admissions Committee

To Apply for our program, please visit:  
[ksbl.edu.pk/applynow](http://ksbl.edu.pk/applynow)



KMAT	Feb 28, 2022 onwards
COMMENCEMENT OF CLASSES	Aug 22, 2022



## FINANCIAL ASSISTANCE

Don't let any financial limitations prevent you from pursuing a world-class MBA with cutting-edge, market-driven specializations in Digital Marketing, Fintech, and Talent Management. To apply for the financial assistance, please apply to the program.

## SCHOLARSHIPS & FINANCIAL ASSISTANCE PROGRAMS

KSBL endeavours to make business education accessible for everyone, irrespective of socio-economic standing, political views and ethnic background.

We make our programs accessible to deserving learners through our Scholarship and Financial Assistance programs.

NEED-BASED  
FINANCIAL ASSISTANCE IN THE FORM OF  
KSBL INTEREST-FREE LOANS

NEED-BASED

MERIT-BASED  
FINANCIAL ASSISTANCE  
IN THE FORM OF **SCHOLARSHIPS**

MERIT-BASED

THIRD-PARTY  
FINANCIAL ASSISTANCE IN THE FORM OF  
**LOANS & SCHOLARSHIPS**

THIRD-PARTY





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