KSBL

THE GLOBAL CAMPUS

MS BUSINESS ANALYTICS

SPRING 2023 ADMISSIONS

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

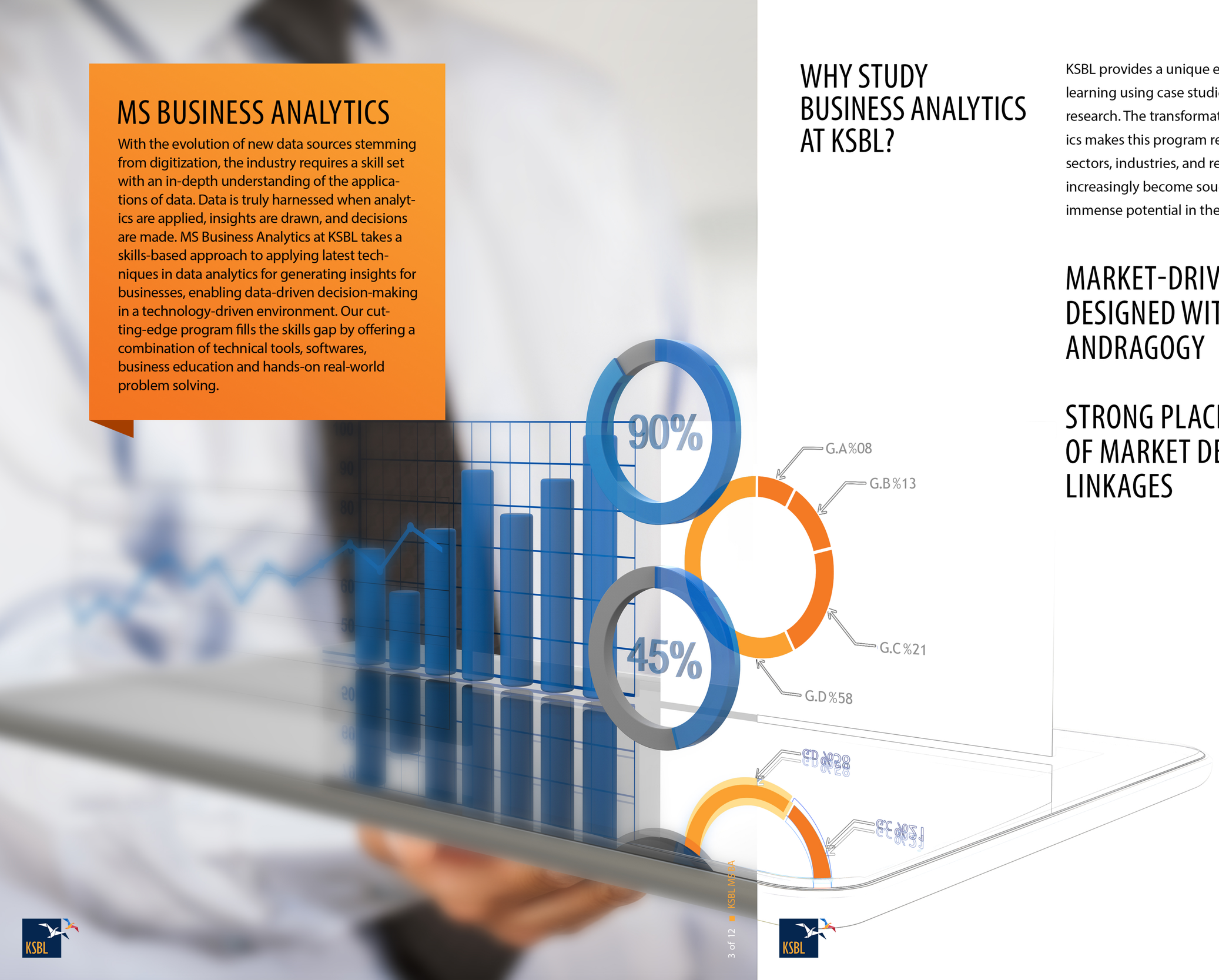
THE BIG PICTURE , WHY US?

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

ENGAGING CASE BASED PEDAGOGY



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.

Harvard Business Publishing

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

WHERE LEADERS TAKE FLIGHT

THE KSBL EXPERIENCE

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."

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

"Being a Chartered Accountant & L.LB 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 exzperienced professionals as class fellows creates an unparalleled learning environment. I would highly recommend the KSBL EMBA experience professionals aiming for future leadership positions."



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."

WHERE LEADERS TAKE FLIGHT

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	• Data Analysis & Modeling • Programming for Data Science • Business Strategy in the Digital Era
SEMESTER II	• Machine Learning • Information Management • Marketing Analytics
SEMESTER III	• Electives • Thesis
ELECTIVE COURSES	• Big Data Technologies • Mining the Web and Social Media

- 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 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.

APPLICATION FEE (Including KMAT FEE of PKR 3,000)	PKR 35,000
PROGRAM FEE	PKR 29,000 Per credit hr
COMPUTING FEE PER SEMESTER	PKR 14,500 Per credit hr

ADMISSION REQUIREMENTS

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

SELECTION PROCESS

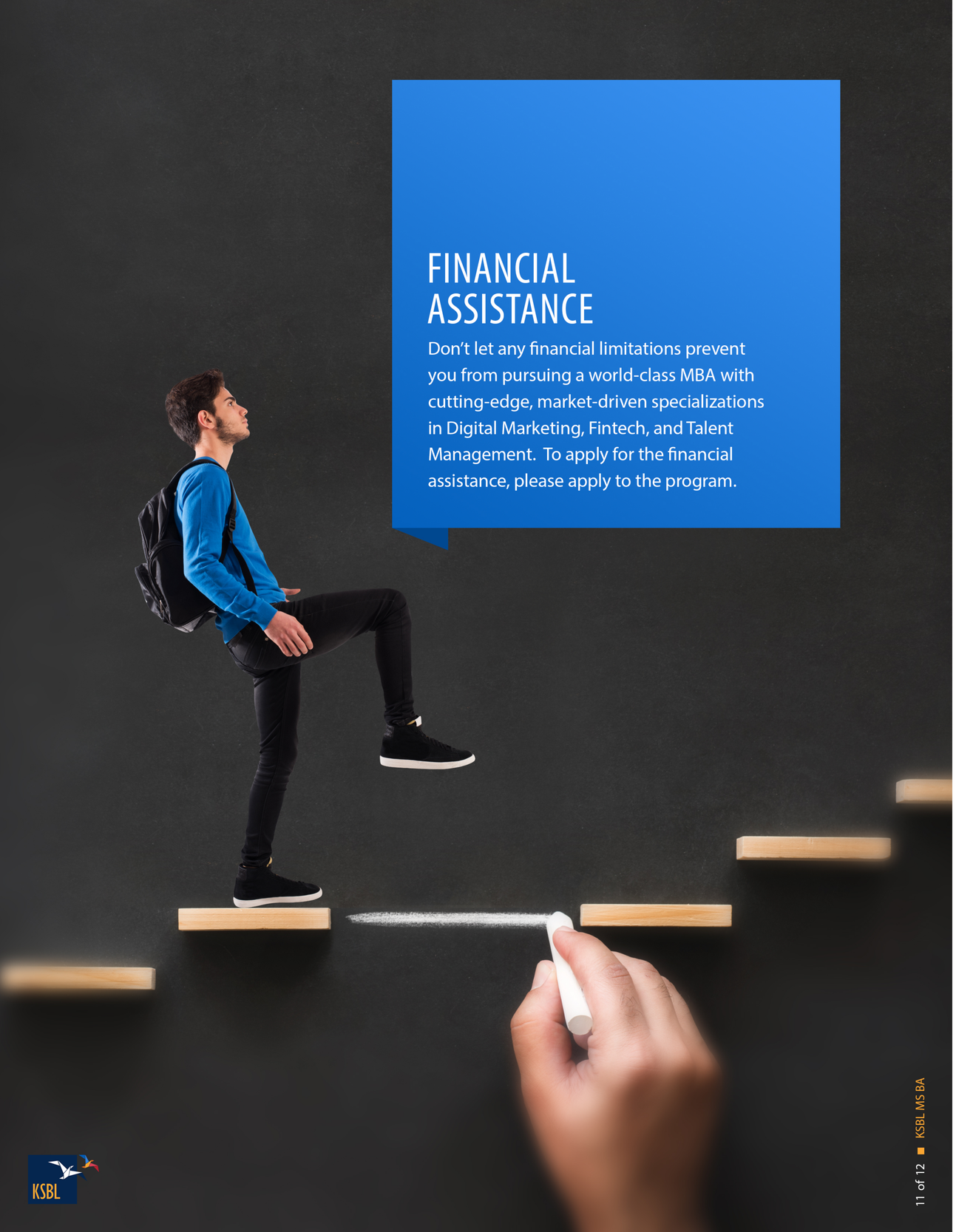
1. Online Application assessment
2. KMAT (KSBL Management Admissions Test) NTS-GAT, GRE, GMAT are also accepted
3. Interview by Admissions Committee

HOW TO APPLY

To Apply for our program, please visit:
ksbl.edu.pk/applynow

KEY DATES & TIMELINES

KMAT	Oct 24, 2022 onwards
COMMENCEMENT OF CLASSES	Feb 13, 2023



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

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

MERIT-BASED

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

THIRD-PARTY

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

KSBL
THE GLOBAL CAMPUS

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