



MS BUSINESS ANALYTICS

FALL 2023 ADMISSIONS

30 CREDIT HOUR 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 BIG PICTURE, WHY US?

Become a part of culturally vibrant intellectual community.

KSBL prepares you to lead 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.

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 that goes beyond data sciences. 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, software, business education and hands-on real-world problem solving.

WHY STUDY BUSINESS ANALYTICS AT KSBL?

KSBL MS Business Analytics is the only analytic program launched in business school that provides a unique ecosystem that enables hands-on learning using case studies, real life projects and the 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
Head of Dept., Decision Sciences
Associate Professor, Business Analytics

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. Asim Khawaja
Assistant Professor,
Decision Sciences

Dr. Asim Khwaja is an Assistant Professor of Decision Sciences at KSBL. He has over 20 years of experience as a researcher, educator, and an industry professional. He is a dedicated educationist with special interest in different issues related to early education. His research interests have been devoted to the intersection of computer science and human biology, and he has worked with reputed organizations across United States of America (USA), Pakistan and Australia.

WORLD-CLASS
FACULTY



Dr. Aamir Manzoor
Associate Professor

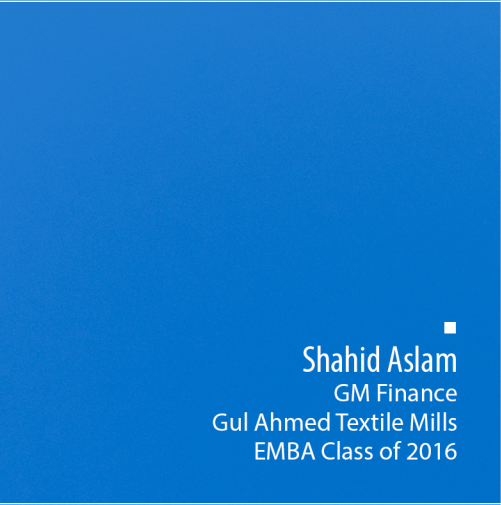
Engr. Dr. Amir Manzoor is an Associate Professor of E-commerce and Project/Supply-Chain Management at KSBL. His professional experience entails a rich blend of both academic and corporate exposure exceeding 20 years with both national and international Organizations. Dr. Amir has a Ph.D. from Bahria University, Karachi and has published over 100 peer-reviewed research articles and 19 books. His published books have been adopted in the curriculum of reputed universities/regulatory bodies in 11 countries.



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



THE KSBL
EXPERIENCE



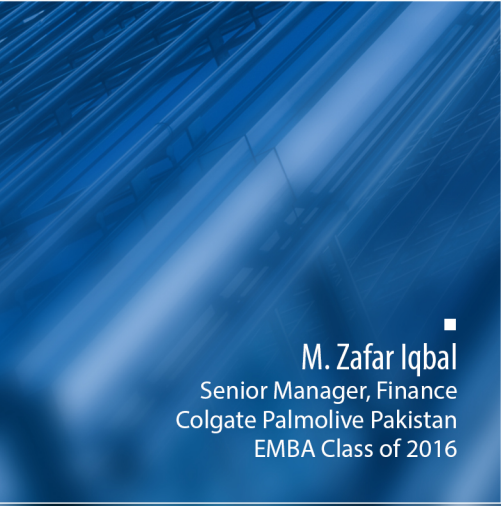
Shahid Aslam
GM Finance
Gul Ahmed Textile Mills
EMBA Class of 2016

"Being a Chartered Accountant & L.L.B 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."



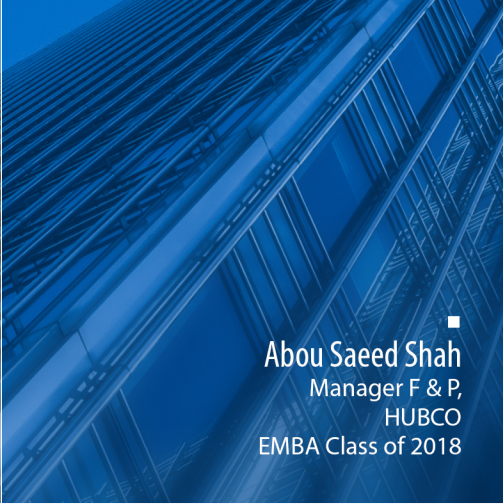
Abou Saeed Shah
Manager F & P,
HUBCO
EMBA Class of 2018

"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."



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."



"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."



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">• Data Analysis & Modeling• Programming for Data Science• Business Strategy in the Digital Era
SEMESTER II	<ul style="list-style-type: none">• Machine Learning• Information Management• Marketing Analytics
SEMESTER III	<ul style="list-style-type: none">• Electives• Thesis
ELECTIVE COURSES	<ul style="list-style-type: none">• 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 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 PKR 3,000

ADMISSION FEE PKR 35,000
(Charged to all fresh intake students)

PER CREDIT HOUR FEE PKR 29,000
(All inclusive)

COMPUTER FEE PER SEMESTER PKR 14,500
(For MSBA only)

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



KMAT May 01, 2023
onwards
COMMENCEMENT OF CLASSES September 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
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



KSBL

National Stadium Road,
Opp. Liaquat National Hospital,
Karachi - 74800,
Pakistan

UAN: +92 (21) 111 11 KSBL (5725)

Tel: +92 (21) 38771999 | Ext: 172, 174 & 175

Email: admissions@ksbl.edu.pk

www.ksbl.edu.pk



Apply Now