



# MS BUSINESS ANALYTICS

FALL 2023 ADMISSIONS

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31 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 KSBL Campus,  
Karachi

## 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.

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 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.

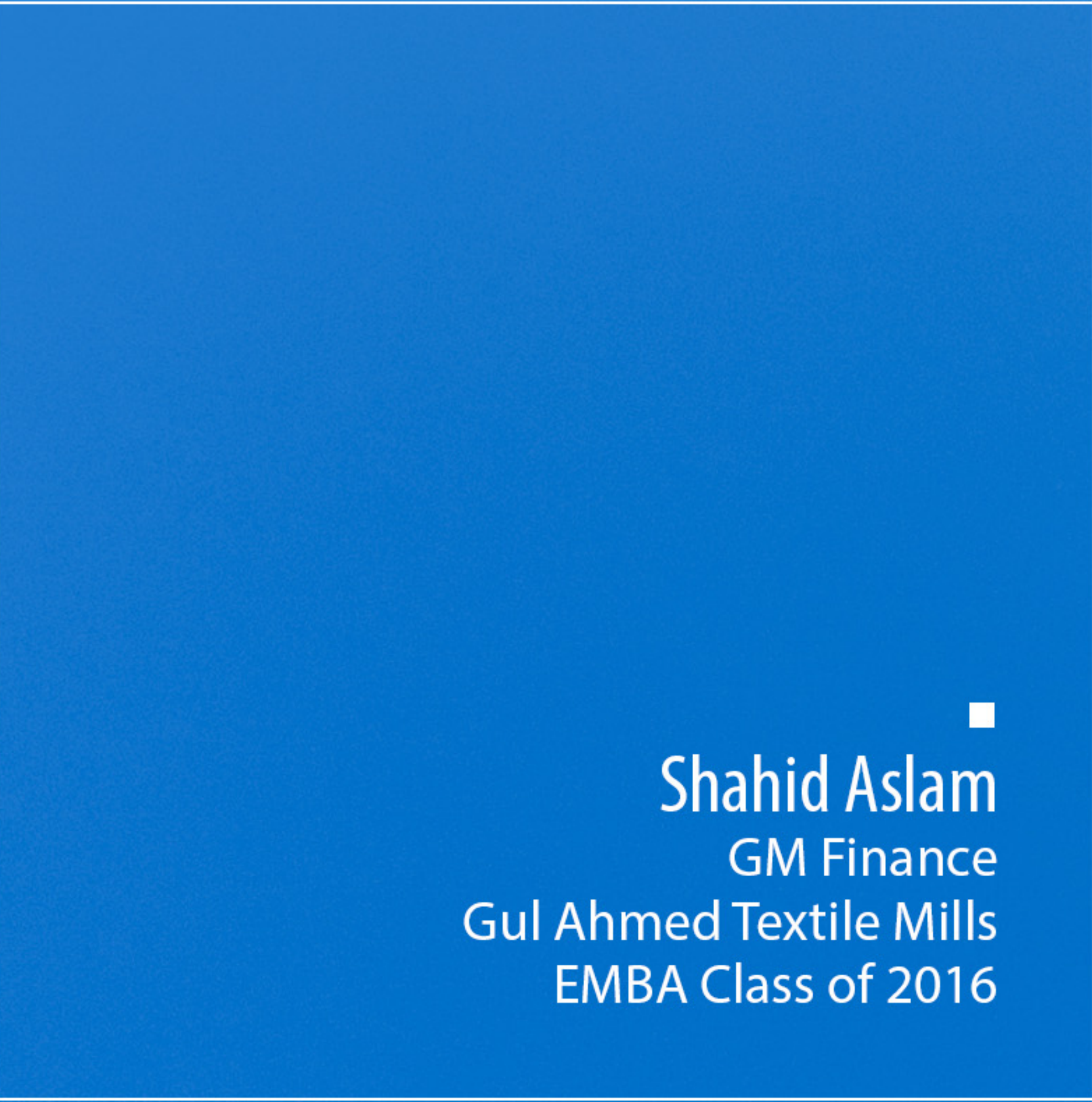
WORLD-CLASS  
FACULTY



Dr. Muhammad Rizwan Tanveer  
Program Head  
BS Computer Science

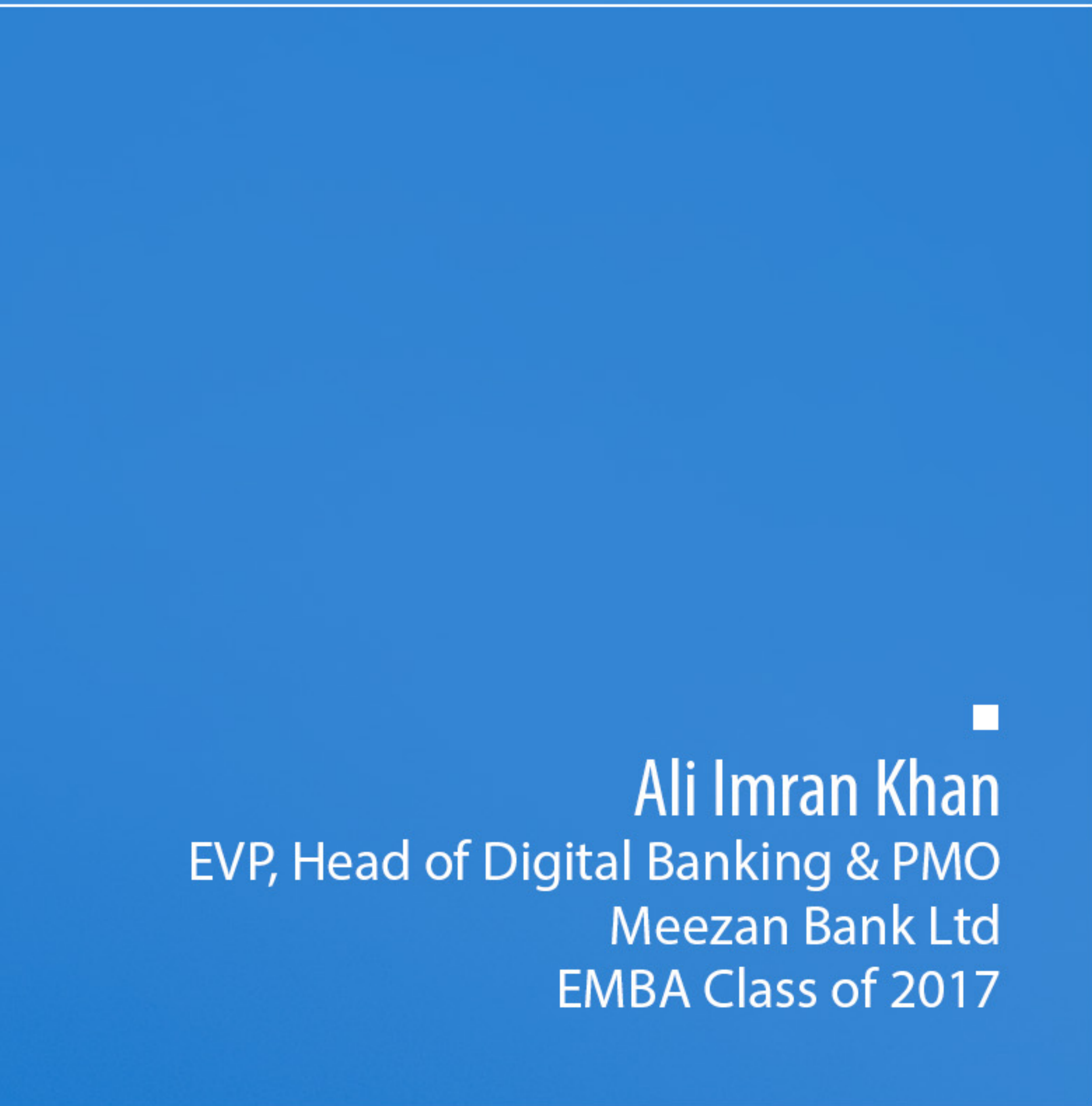
Dr. Tanweer is an Assistant Professor of Decision Sciences at KSBL. He has over 13 years of experience in research and academia where he taught Programming, Algorithm Analysis, Artificial Intelligence, Mathematical and Logical courses, Data Structures, Research Methodology, Modeling and Simulation and Numerical Analysis. Dr. Tanweer has served as member of Academic Council, Board of Faculty and Board of Studies at renowned universities in Karachi and is also a member of review panel for NCEAC.

THE KSBL  
EXPERIENCE



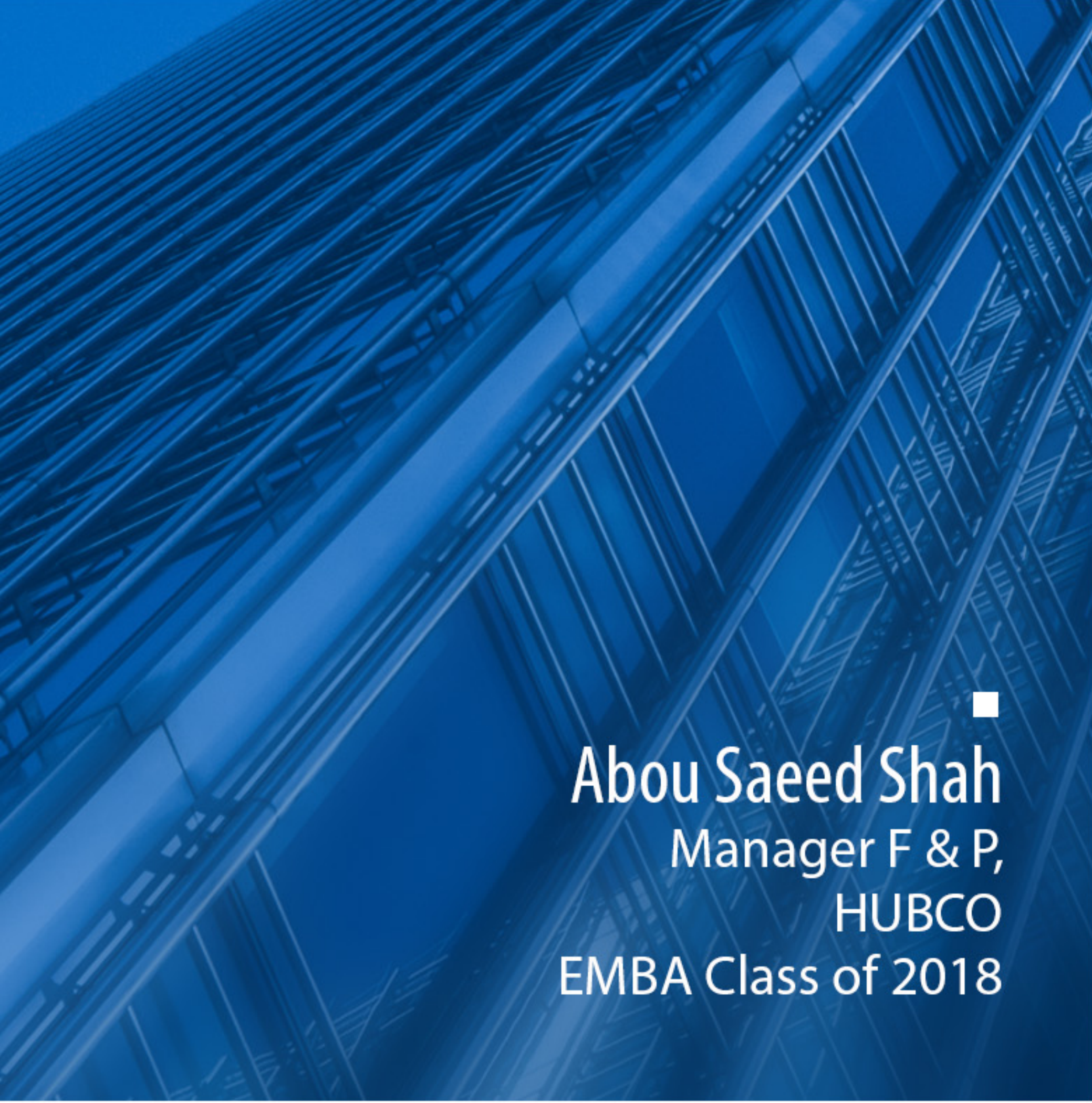
Shahid Aslam  
GM Finance  
Gul Ahmed Textile Mills  
EMBA Class of 2016

"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 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."



ENGAGING  
CASE BASED  
ANDRAGOGY



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





# 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)	PKR 3,000
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ADMISSION FEE (Charged to all fresh intake students)	PKR 35,000
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PER CREDIT HOUR FEE (All inclusive)	PKR 29,000
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COMPUTER FEE PER SEMESTER (For MSBA only)	PKR 14,500
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- 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](https://ksbl.edu.pk/applynow)



KMAT	May 01, 2023 onwards
COMMENCEMENT OF CLASSES	September 2023



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SEMESTER I	<ul style="list-style-type: none"><li>• Data Analysis &amp; Modeling</li><li>• Programming for Data Analytics</li><li>• Machine Learning</li></ul>
SEMESTER II	<ul style="list-style-type: none"><li>• Research Methodology</li><li>• Databases Technologies</li><li>• Elective I</li><li>• Thesis I / Capstone Project I</li></ul>
SEMESTER III	<ul style="list-style-type: none"><li>• Business Strategy in the Digital Era</li><li>• Elective II</li><li>• Elective III</li><li>• Thesis II / Capstone Project II</li></ul>
ELECTIVE COURSES	<ul style="list-style-type: none"><li>• Big Data Technologies &amp; Analytics</li><li>• Mining the Web and Social Media</li><li>• Marketing Analytics</li><li>• Information Management</li><li>• Operations &amp; Supply Chain Analytics</li><li>• Generative AI &amp; Strategic Forecasting</li><li>• Special Topics in Analytics</li><li>• E-Commerce Analytics</li><li>• Financial Analytics</li></ul>

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





**KSBL**

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**Apply Now**