



MS BUSINESS ANALYTICS

FALL 2023 ADMISSIONS

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 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

Our business analytics program is tailored for individuals with a keen interest in leveraging data to drive informed decision-making. Unlike traditional data science programs, we go beyond technical skills and emphasize the application of analytics in a business context. There is no need for a computer science background to excel in our program, which combines business acumen with data science expertise.

Our distinguished faculty, comprised of industry experts, will guide you to learn how to analyze and interpret data to gain valuable insights and make data-savvy decisions that impact organizational success.

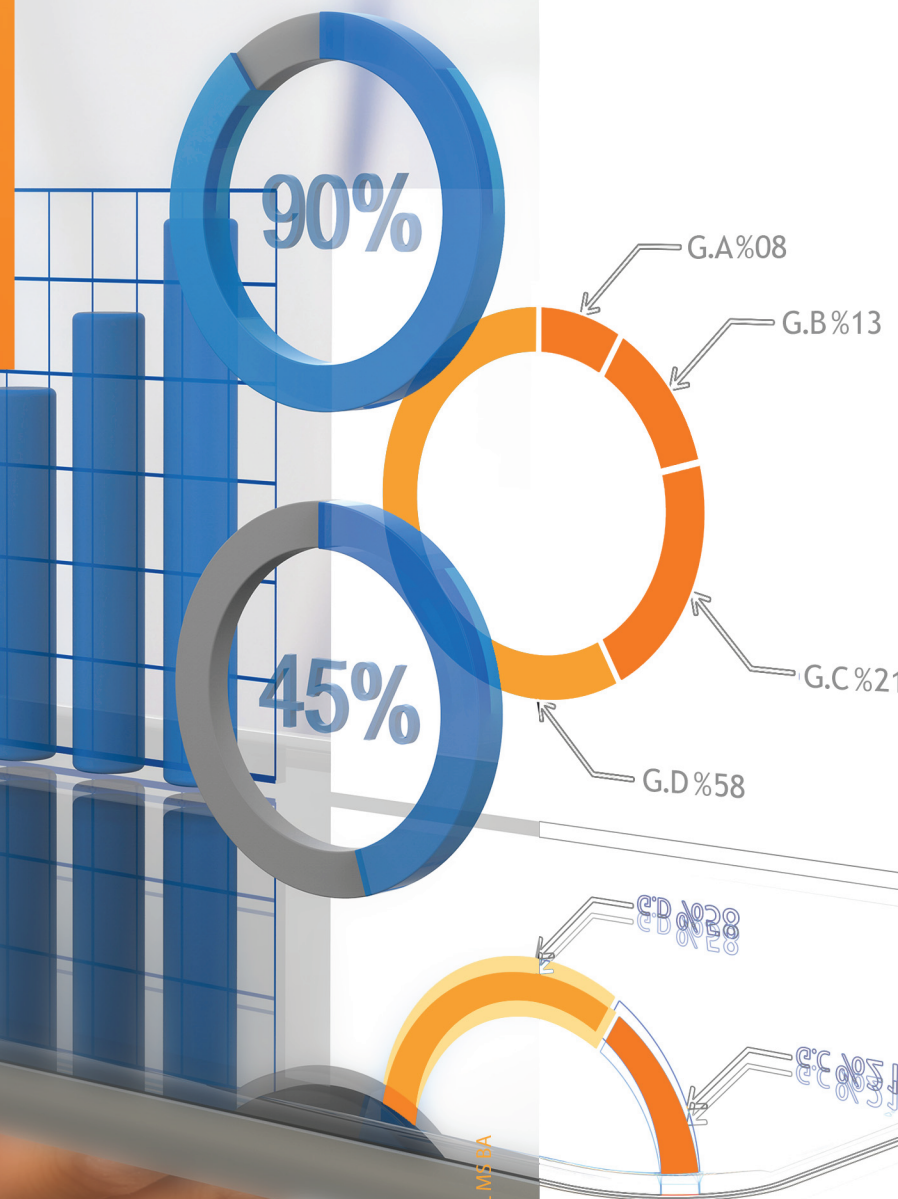
Upon graduation, you'll be well-prepared to drive data-driven decision-making in your organization, giving you a competitive advantage in today's data-driven world. The demand for professionals with business analytics skills is on the rise, making this program a valuable investment in your future. Join us and unlock the potential of data analytics in shaping the future of business.

WHY STUDY BUSINESS ANALYTICS AT KSBL?

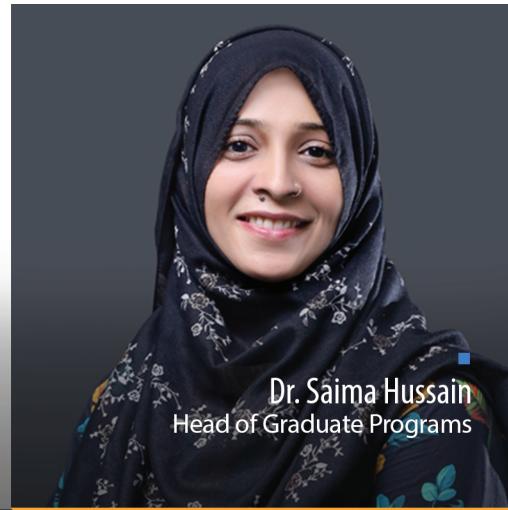
- Provides aspiring business professionals with necessary data analytics grounding to compete for high value career paths.
- Goes well beyond data science to inspire and apply data-savvy business analytics, whether exploratory, predictive, or prescriptive.
- No computer science background required.
- World-class faculty with active industry linkages and distinguished experience.

MARKET-DRIVEN PROGRAM DESIGNED WITH THE LATEST ANDRAGOGY

STRONG PLACEMENTS BECAUSE OF MARKET DEMAND AND KSBL LINKAGES



INNOVATIVE TEACHING



Dr. Saima Hussain
Head of Graduate Programs

Dr. Saima Hussain is an Professor of Marketing at KSBL. She holds a PhD from SZABIST and has more than 18 years of teaching experience at prestigious institutions. She worked as an Assistant Professor and Cluster Head for Statistics and Research at SZABIST, where she was also in charge of establishing links between industry and academia. She has also published numerous studies in ESCI and impact factor journals on topics such as innovation, consumer technologies, consumer behavior, and brand management.



Dr. Asim Khawaja
Assistant Professor,
Decision Sciences

Dr. Asim Khawaja 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



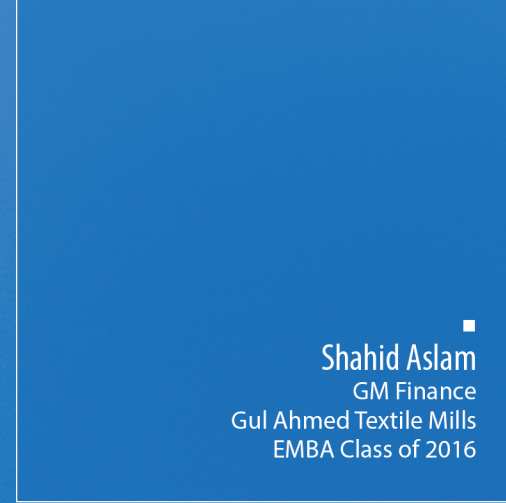
Dr. Muhammad Rizwan Tanveer
Program Head
BS Computer Science

Dr. Tanveer 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. Tanveer 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

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 & 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."



ENGAGING CASE BASED ANDRAGOGY



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



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."



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."



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

38
CREDIT HRS
3 CREDIT HRS PER COURSE

SEMESTER I	<ul style="list-style-type: none"> • Data Analysis & Modeling • Programming for Data Analytics • Research Methodology • Advanced Statistics for Data Analytics
SEMESTER II	<ul style="list-style-type: none"> • Fehm e Quran I/DEI • Elective I/Thesis I • Databases Technologies • Business Strategy in the Digital Era • AI and Machine Learning - Def 2
SEMESTER III	<ul style="list-style-type: none"> • Capstone Project / Thesis 2 • Elective II • Elective III • Elective IV • Fehm e Quran II/DEI
ELECTIVE COURSES	<ul style="list-style-type: none"> • Big Data Technologies & Analytics • Mining the Web and Social Media • Marketing Analytics • Information Management • Operations & Supply Chain Analytics • Generative AI & Strategic Forecasting • Special Topics in Analytics • E-Commerce Analytics • Financial Analytics

■ MSBA62 Non-Business Background Students will complete up to 24 Credit hour deficiency courses before entering 38 Credit hour program. Effective: Fall 2026 Intake



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.

APPLICATION FEE	PKR 3,000
ADMISSION FEE (Charged to all fresh intake students)	PKR 35,000
PER CREDIT HOUR FEE (All inclusive)	PKR 29,000
COMPUTER FEE PER SEMESTER	PKR 14,500

ADMISSION REQUIREMENTS

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





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