



MS BUSINESS ANALYTICS

SPRING 2021



**WHAT GETS
MEASURED
GETS
MANAGED.**

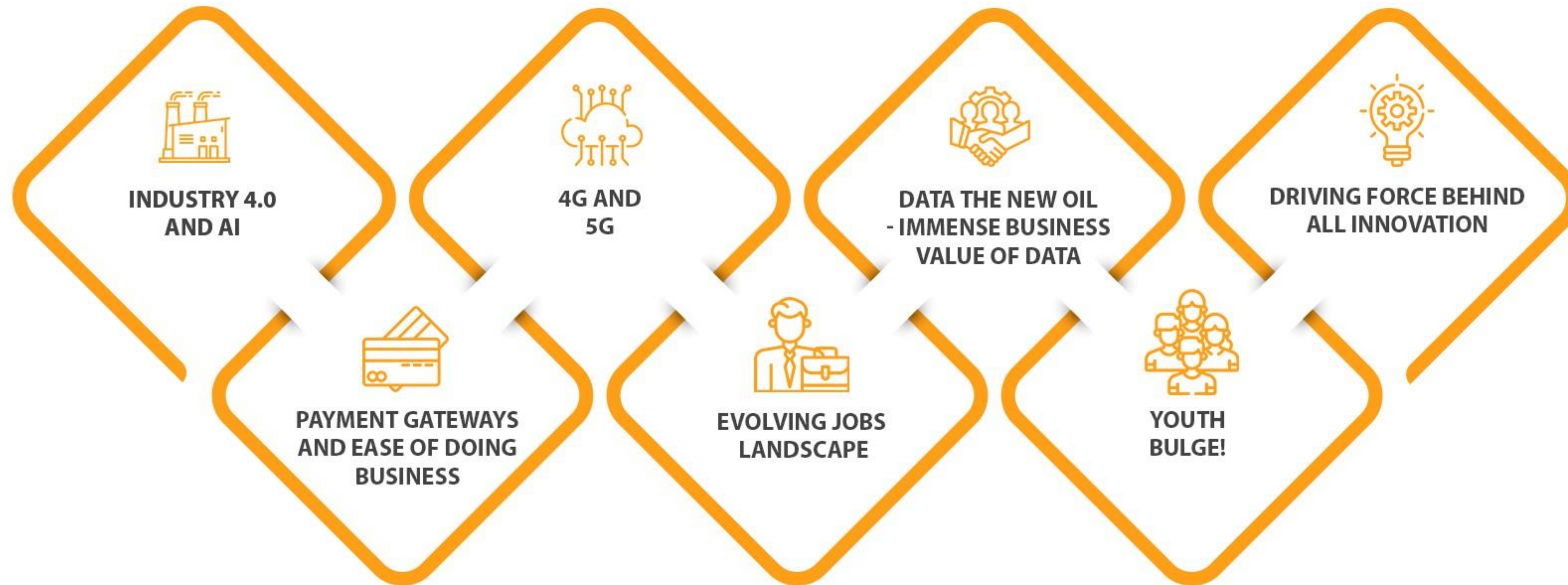
PETER DRUCKER

ABOUT KSBL AND OUR VISION

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.

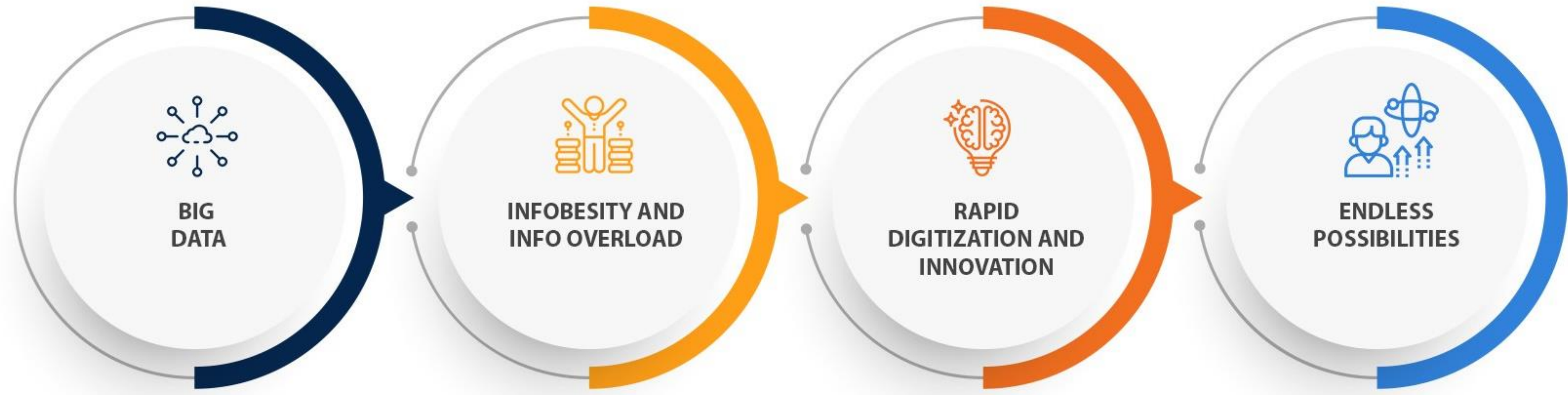


SHIFTING PARADIGMS – *GLOCALLY*



- A gap between traditional skills and skills required for the digital economy
- Hence the need to reskill and upskill to keep up with rapid innovation

HOW DATA ANALYTICS CAN HELP?



But data remains meaningless until analytics are applied, insights are drawn and decisions are made

BUSINESS ANALYTICS AND DECISION SCIENCES CAN DECODE YOUR VALUABLE INTEL AND HELP WITH:



**PREDICTING
CUSTOMER BEHAVIOR
(PURCHASES,
SENTIMENT)**



**BRINGING OPERATION
EFFICIENCY**



**DECIDE ON A GO-TO
MARKET APPROACH**

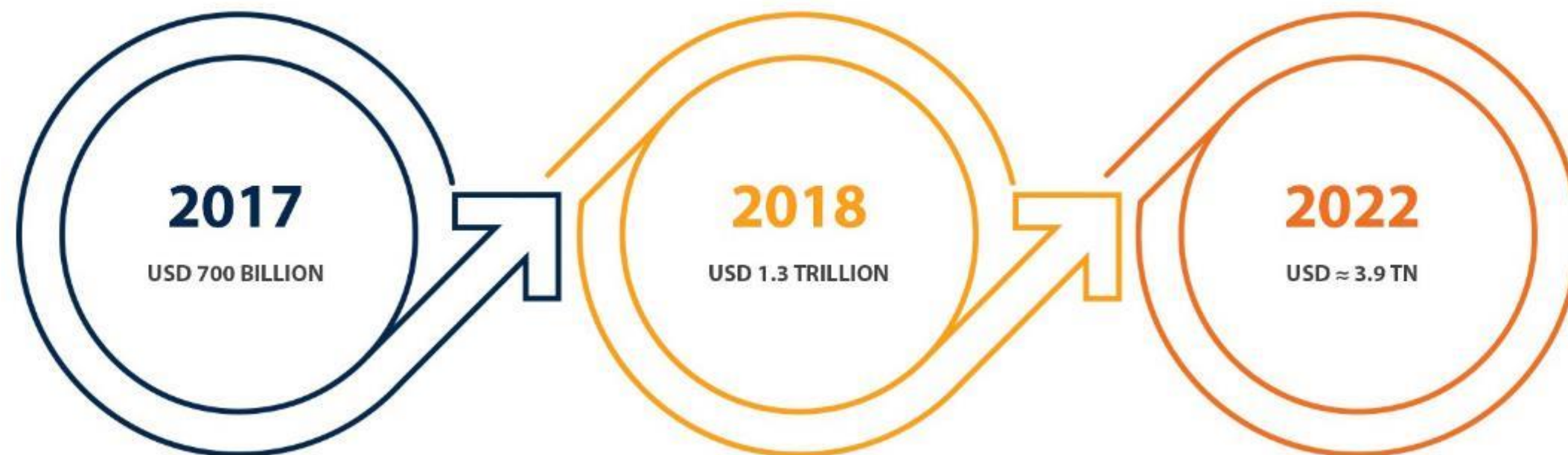


**BRINGING OPERATION
EFFICIENCY**

JOBS & DATA

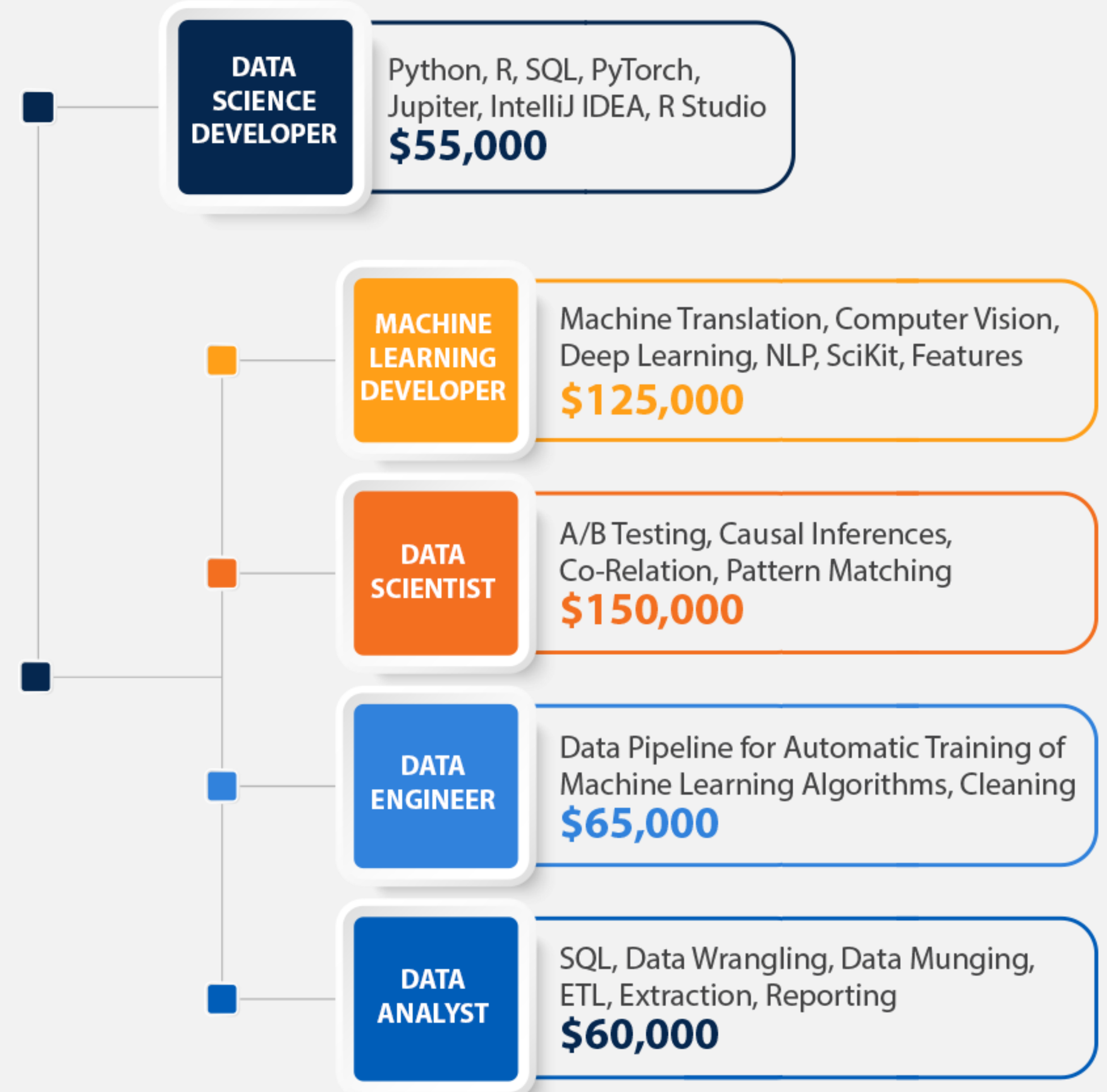


SOURCE: FUTURE OF JOBS REPORT, 2018 - WORLD ECONOMIC FORUM



SOURCE: GARTNER

AVERAGE SALARY IN DECISION SCIENCES



MS BUSINESS ANALYTICS

at KSBL



MAIN COURSES

- MATHEMATICAL METHODS
- BUSINESS POLICY & STRATEGY
- MARKETING ANALYTICS
- MACHINE LEARNING ALGORITHM
- INTRO TO DATA SCIENCE WITH PYTHON & TABLEAU
- OPERATIONS MANAGEMENT

ELECTIVES

BIG DATA FUNDAMENTAL

DECISION MODELS

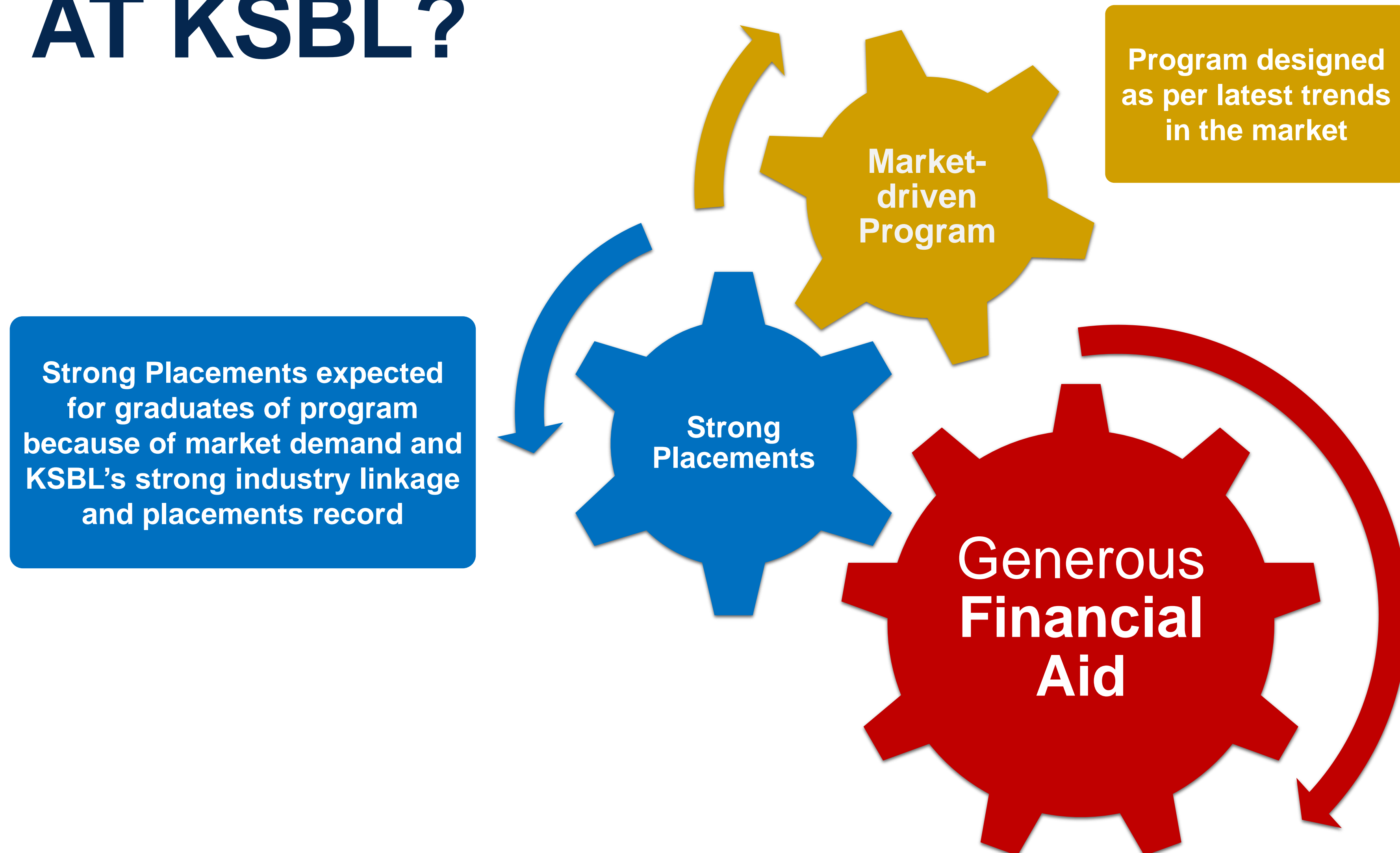
REVENUE MANAGEMENT AND PRICING

OPERATION ANALYTICS

DATA MINING IN R

SOCIAL MEDIA & NETWORK
ANALYTICS

WHY BUSINESS ANALYTICS AT KSBL?



WHY BUSINESS ANALYTICS AT KSBL?



ADMISSIONS & FEES



ADMISSION REQUIREMENTS

16 years of Education at the time of Admission (Those awaiting result may also apply)

Undergraduate **CGPA** of **2.5** or more

CANDIDATES ARE SHORTLISTED BASED ON

Online applications assessment.

KMAT (KSBL Management Admission Test). NTS GAT, GRE, GMAT are also accepted

Interview by KSBL Admission Committee

PROGRAM FEE

Application Fee: **PKR 5,000**
(Including KMAT fee of **Rs. 3000**)

Fee (all-inclusive) is **PKR 25,000** per Credit Hour

*MS Business Analytics consists of **30 credit hours**

*Financial assistance is also available.

IMPORTANT DATES & TIMELINES



APPLICATION DEADLINE: **FEBURARY 23, 2021**



KMAT TEST DATE: **FEB 18, 2021** ONWARDS
(TESTS WILL BE CONDUCTED ON CAMPUS FOLLOWING SOPs)



FINALIZATION OF ADMISSIONS: **MARCH 8, 2021**



COMMENCEMENT OF CLASSES: **MARCH 24, 2021**



CLICK HERE
TO APPLY NOW

CONNECT HERE
FOR MORE INFORMATION



KSBL, NATIONAL STADIUM ROAD, OPP. LIAQUAT NATIONAL HOSPITAL,
KARACHI - 74800, PAKISTAN



WWW.KSBL.EDU.PK



+92 (21) 111 11 KSBL (5725)



admissions@ksbl.edu.pk