

MS BUSINESS ANALYTICS

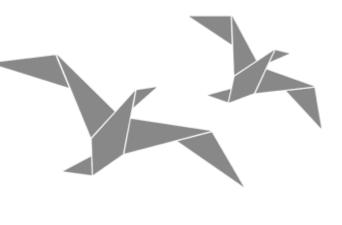
SPRING 2021

WHAT GETS MEASURED GETS MANAGED.

PETER DRUCKER

ABOUT KSBL AND OUR VISION

KSBL was founded with a vision to establish a worldclass 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

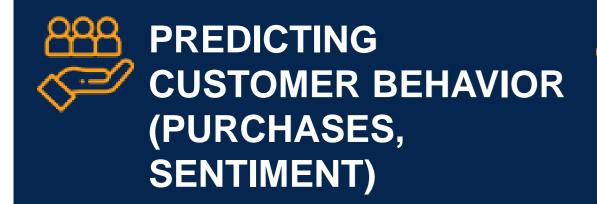
HOW DATA ANALYTICS CAN HELP?





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:





BRINGING OPERATION EFFICIENCY

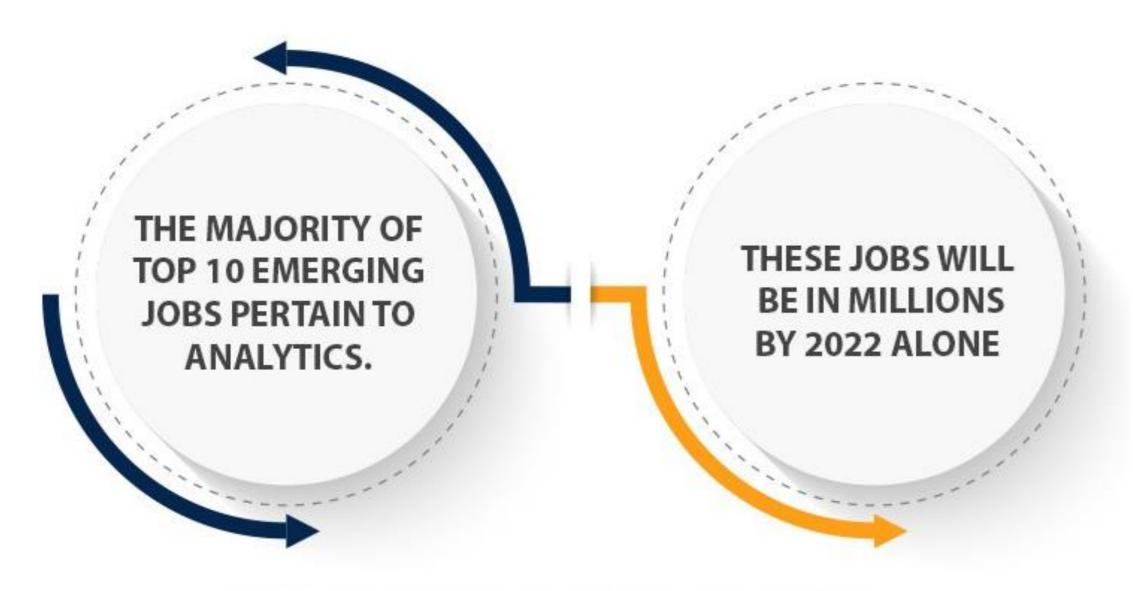


DECIDE ON A GO-TO MARKET APPROACH

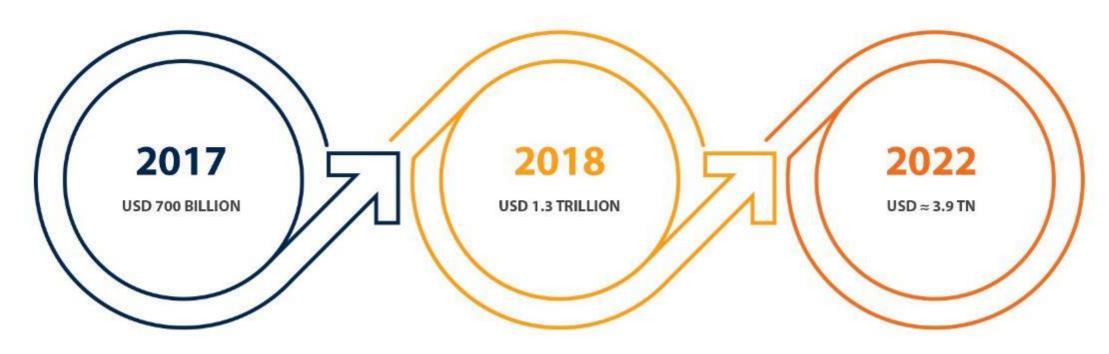


BRINGING OPERATION EFFICIENCY

JOBS & DATA



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



SOURCE: GARTNER

AVERAGE SALARY IN DECISION SCIENCES



DATA SCIENCE DEVELOPER

Python, R, SQL, PyTorch, Jupiter, IntelliJ IDEA, R Studio \$55,000

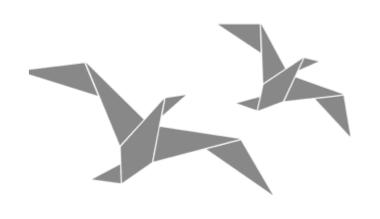
MACHINE LEARNING DEVELOPER Machine Translation, Computer Vision, Deep Learning, NLP, SciKit, Features \$125,000

DATA SCIENTIST A/B Testing, Causal Inferences, Co-Relation, Pattern Matching \$150,000

DATA ENGINEER Data Pipeline for Automatic Training of Machine Learning Algorithms, Cleaning \$65,000

DATA ANALYST SQL, Data Wrangling, Data Munging, ETL, Extraction, Reporting \$60,000

MS BUSINESS ANALYTICS at KSBL





STANDARD TRACK: 30-CREDIT HOURS (1.5 YEARS)

MACHINE LEARNING ALGORITHM



6 CREDIT HOURS OF RESEARCH WORK/THESIS



FLEXIBILITY OF EVENING CLASSES



EQUALLY RELEVANT FOR FRESH UNDERGRAD STUDENTS AND WORKING PROFESSIONALS

MAIN COURSES

MATHEMATICAL METHODS

- BUSINESS POLICY & STRATEGY
- INTRO TO DATA SCIENCE WITH PYTHON & TABLEAU
- MARKETING ANALYTICS
- OPERATIONS MANAGEMENT

ELECTIVES

BIG DATA FUNDAMENTAL

DECISION MODELS

DATA MINING IN R

REVENUE MANAGEMENT AND PRICING

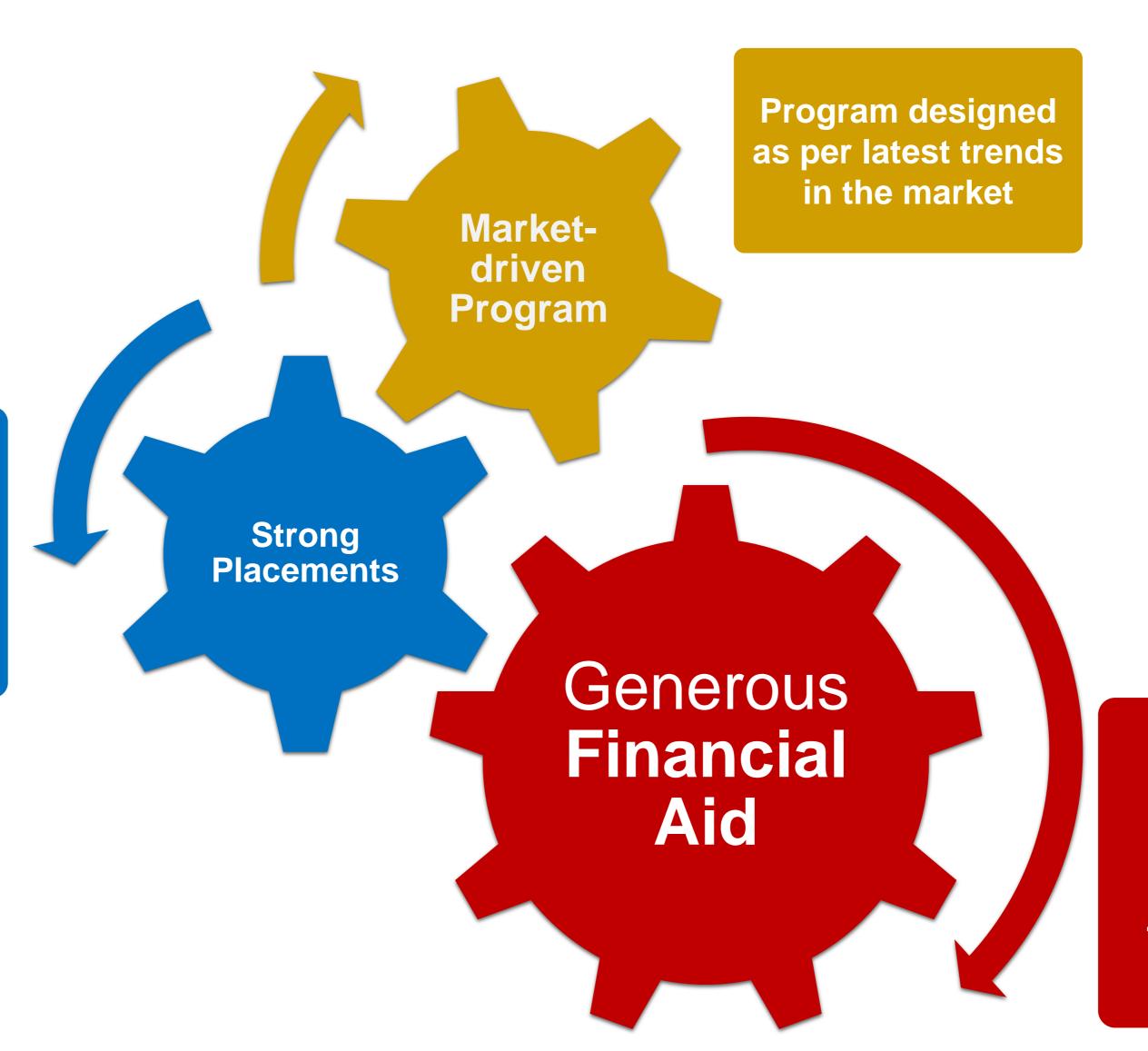
SOCIAL MEDIA & NETWORK ANALYTICS

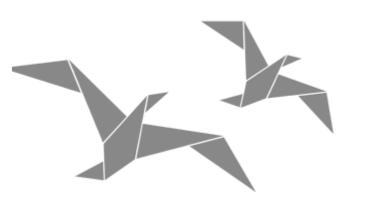
OPERATION ANALYTICS

WHY BUSINESS ANALYTICS

AT KSBL?

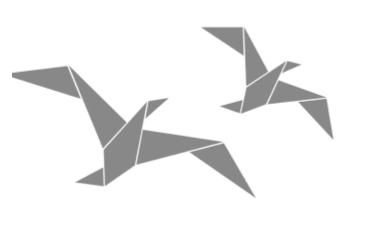
Strong Placements expected for graduates of program because of market demand and KSBL's strong industry linkage and placements record





ALL applicants of financial aid to be considered for merit-based or need-based financial assistance in various forms

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

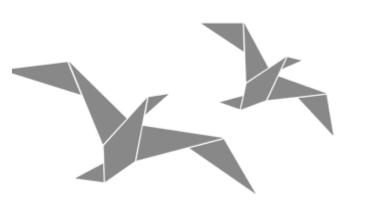
Application Fee: **PKR 5,000** (Including KMAT fee of **Rs. 3000**)

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

*MS Business Analytics consists of 30 credit hours

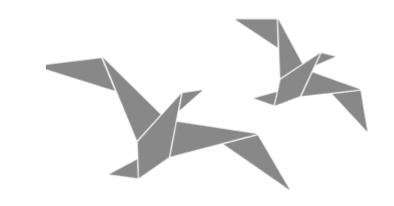
*Financial assistance is also available.

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

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