



# MS BUSINESS ANALYTICS

**FALL 2021**





**WHAT GETS  
MEASURED  
GETS  
MANAGED.**

**PETER DRUCKER**



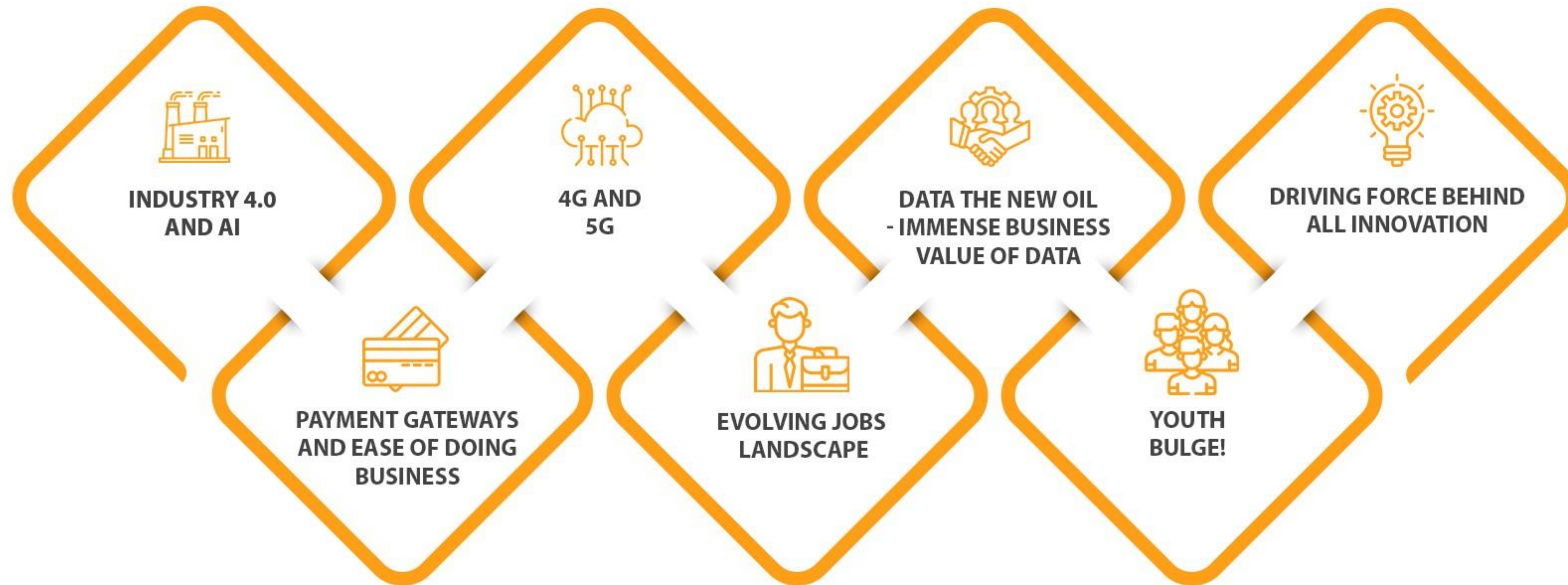
# ABOUT KSBL AND OUR VISION

**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.**





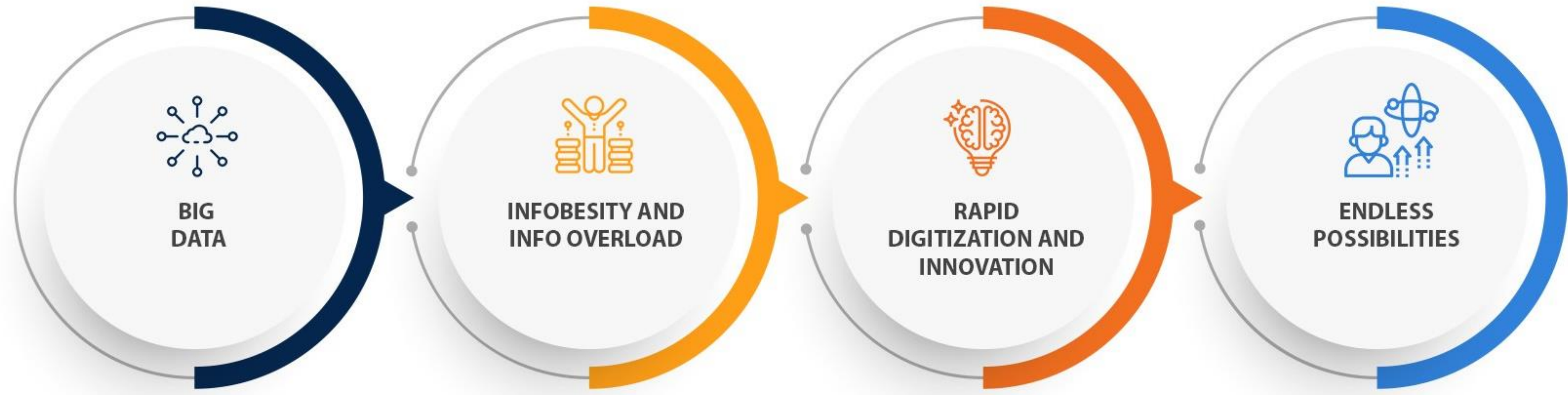
# SHIFTING PARADIGMS – *GLOCALLY*



- 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**



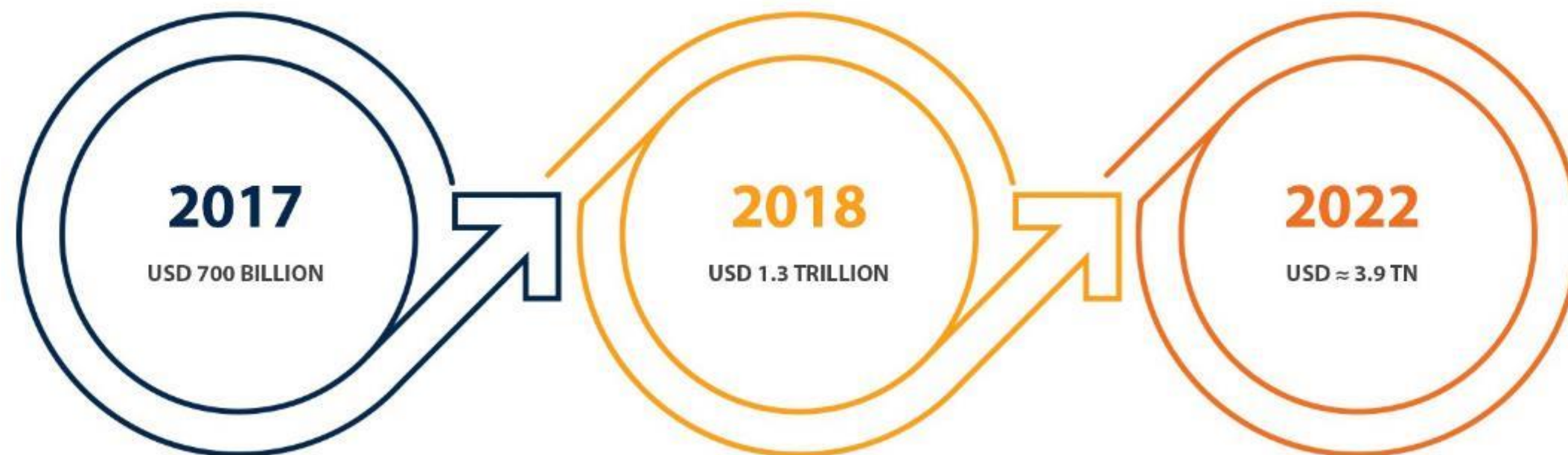
**BRINGING OPERATION  
EFFICIENCY**



# JOBS & DATA

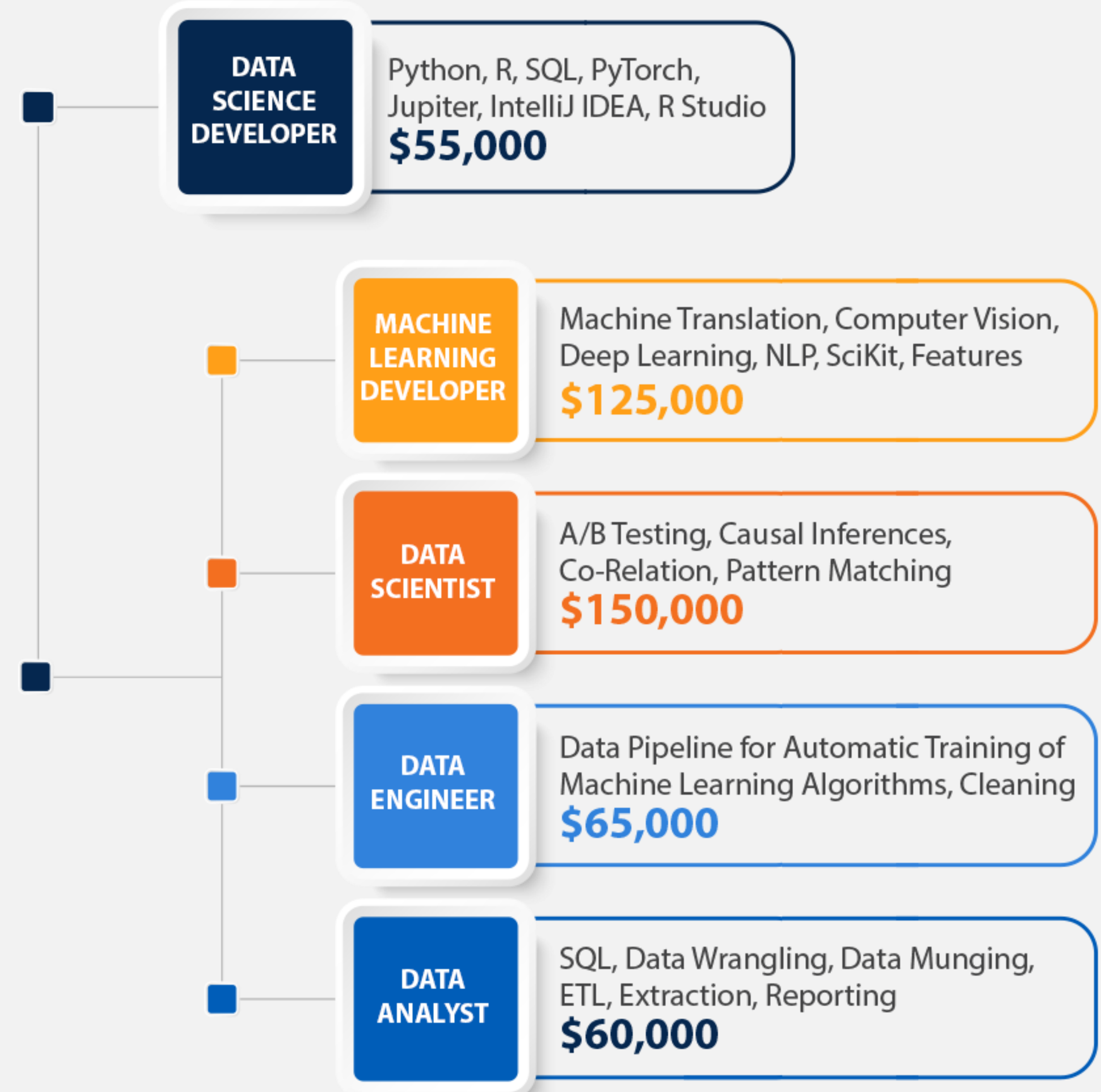


SOURCE: FUTURE OF JOBS REPORT, 2018 - WORLD ECONOMIC FORUM



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.





**CLICK HERE**  
**TO APPLY NOW**

**CONNECT HERE**  
**FOR MORE INFORMATION**



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