

# Unleash your Potential MS BUSINESS ANALYTICS

## Unlock the Power of Data and Thrive in the Data-driven Business World

The data revolution has given new birth to entire globally economy. New paradigms are being developed to manage, capture, describe and analyze the flow of data, and to extract useful and targeted information can be used to make informed business decisions. One of the most important areas in which these paradigms are having an important impact is in Business Analytics.

### Why Study Business Analytics at SZABIST?

MS Business Analytics degree at SZABIST gives you skills to harness the power of data to address complex questions, create and capitalize the opportunities and make strategic and operational decisions for competitiveness and sustainability. This two years program blends business education, analytical tools, software, and hands on problem solving expertise. The program offers rigorous hands-on training that will prepare you to use data and analytics to identify business opportunities, generate insights, and create value for stakeholders.



### Program Overview

The program offers integrated curriculum that blends business and leadership acumen, essential analytics, managing projects and diversified specialization. The program provides blend of descriptive, diagnostic, predictive and prescriptive analytics to students to leverage this expertise to any business context and environment for making strategic and operational decisions in fast changing environment. The Research Thesis and Capstone Project enables the students to apply analytical skills in collaboration with industrial partners to solve real-world-problems offers unified and practical strands that serves as a culminating academic and intellectual experience and make a meaningful contribution in economic development of Pakistan

### Careers

- Business System Analyst
- Data Analyst
- Management Consultant
- Financial Analyst
- Investment Portfolio Analyst
- Risk Analyst
- Change Manager
- Business Data Analyst
- Product Manager
- Process Analyst
- Supply Chain Analyst
- Change Manager
- HR Analyst
- Data Scientist
- Business Data Engineer
- Business Architect

### Skills

- Business Intelligence
- Data Mining
- Predictive Modelling
- Decision Analysis
- Optimization
- Data Visualization
- Data Management
- Text Mining
- Analytics and Reporting
- Natural Language Processing
- Info Retrieval
- Sentiment Analysis



## MS Business Analytics Curriculum

### (Core Courses)

Research Methodology  
Mathematics and Statistics  
Strategic Decision Making

Tools for Business Analytics  
Data Mining  
Programming Using Python

### (Elective Courses)

#### Finance

- Fintech/Data Science for finance
- Applied Time Series Analysis
- Risk management
- Financial Modelling
- Financial Services Marketing
- Financial Reporting in Digital Age

#### Management/HR

- Decision Support System
- Management Models
- Disaster management (GIS)
- HR Analytics
- Performance Management

#### Marketing

- Digital Marketing and Social Media
- Retailing and analytics
- Market Strategy and Forecasting
- Customer Relations Management
- Customer Analytics

#### Supply Chain Management

- Strategies for Managing Supply Chain
- Advanced Warehouse, Stores &
- Material Management
- Green Supply Chain Management
- Distribution Network

## Curriculum

### Program Structure and Duration

MS Business Analytics Program comprises of 30 credit hours based on following streams;

#### Research Thesis / Capstone Project Stream have 2 years of program duration

- Eighteen (6 x 3 = 18) credit hours from business analytics core domain
- Six (2 x 3 = 6) credit hours from area of specialization
- Six (2 x 3 = 6) credit hours for Thesis /Capstone Project in Business Analytics area

#### Course Work Stream have 1.5 years of program duration

- Eighteen (6 x 3 = 18) credit hours from business analytics core domain
- Twelve (4 x 3 = 12) credit hours from area of specialization

#### Eligibility:

- 16 Years of education in a business related field with minimum 55% marks or CGPA 2.5
- GAT General with minimum 50% Score.
- Attend an entrance test