



**SZABIST**  
UNIVERSITY

Islamabad Campus



offers

# MASTER OF SCIENCE BUSINESS ANALYTICS

BE A  
**CATALYST**  
OF  
**DIGITAL TRANSFORMATION**

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# Integrating **Business Disciplines** with Cutting-Edge **Technology & Advanced Analytics Tools**



## About **MSBA**

SZABIST offers MS Business Analytics program designed to equip students with the skills and insights needed for future success. Integrating robust business acumen with cutting-edge analytics tools, the program emphasizes descriptive, diagnostic, predictive, and prescriptive analytics, empowering students to make informed decisions using advanced analytics techniques.

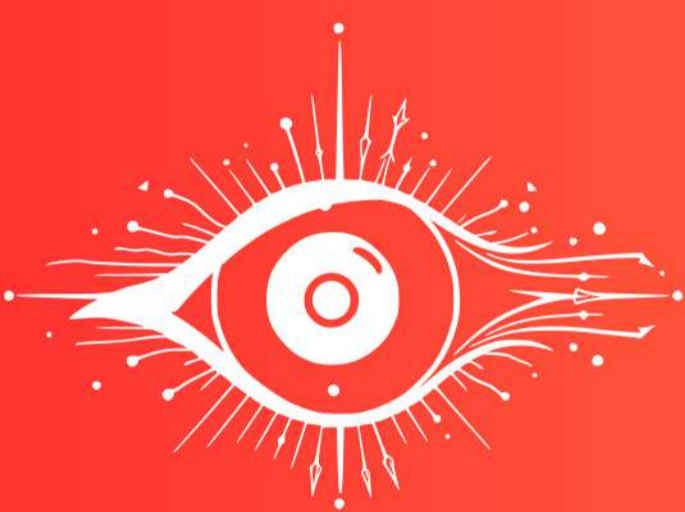
The curriculum prepares students to analyze data, develop data-driven strategies, and effectively communicate insights, essential for leadership roles in tomorrow's dynamic business environment. With a particular focus on leveraging AI for predictive analysis and optimization, graduates will integrate business principles with state-of-the-art analytics, poised to navigate and lead in the evolving landscapes of finance, marketing, HRM, and project management.

Fostering an entrepreneurial mindset, students will innovate and drive value through data-driven approaches, tackling real-world challenges and spearheading new ventures. Engage in hands-on research, exploring emerging trends and contributing to cutting-edge advancements in business analytics. Students will have the opportunity to collaborate on research projects, producing impactful findings that advance the field and inform industry practices.

Supported by mentorship and access to top-tier resources, students will gain practical experience in data management, analytics, and visualization techniques. This positions graduates for impactful careers across industries where strategic data-driven decision-making is paramount, making them valuable assets in a data-centric world.

# What is MSBA?

Integrating **business acumen** with cutting-edge **analytics tools**, the emphasis lies on **descriptive, predictive** and **prescriptive analytics** to elevate business **decision-making** for **sustainable growth**.



**HANDS ON LEARNING  
EXPERIENCE**



**MICRO CREDENTIALS**



**INDUSTRIAL LIAISON**



**INDUSTRY ANALYTICS  
SEMINARS**



**INTERDISCIPLINARY  
CURRICULUM**



**DIVERSE  
COMMUNITY**

Throughout the **MSBA** program, you will have the **opportunity** to acquire **certifications** in one or more of the highly sought-after **analytics tools** and **software** used in both **research** and **professional** settings.



Many **more!**



As outlined in the **Future of Jobs Report (2023)** by **World Economic Forum**.

**60%** of **organizations** believe **analytics** skills are becoming more **important**.

**3 in 5**



Organizations **value** the increasing **importance** of **analytics** skills.

**58%**



**organisations** is seen **analytics** as the technology, expected to create more new **jobs** in the next **5 years**.

**1.4**

Million

New **jobs** could be created in analytics between **2023** and **2027**.

**30-35%**

increase in **demand** for **Business Analytics Professionals** that is driven by **advances** and **growth** in adoption of frontier **technologies** which rely on **big data**.

**Industries** expecting **high growth** in these **roles** include:



**31%**

Financial Services



**37%**

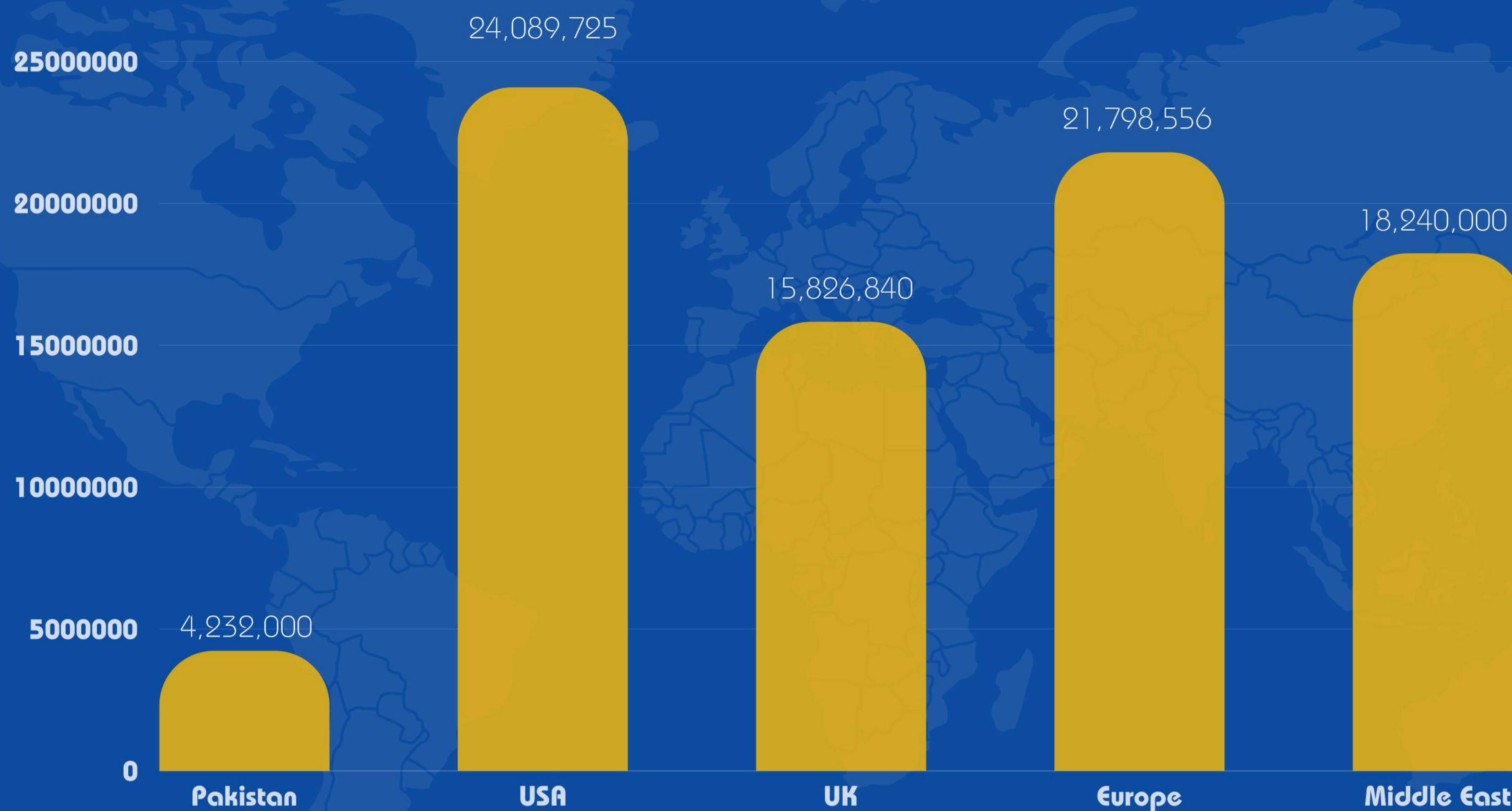
Retail & Wholesale of Consumer Goods



**42%**

Supply Chain & Transportation

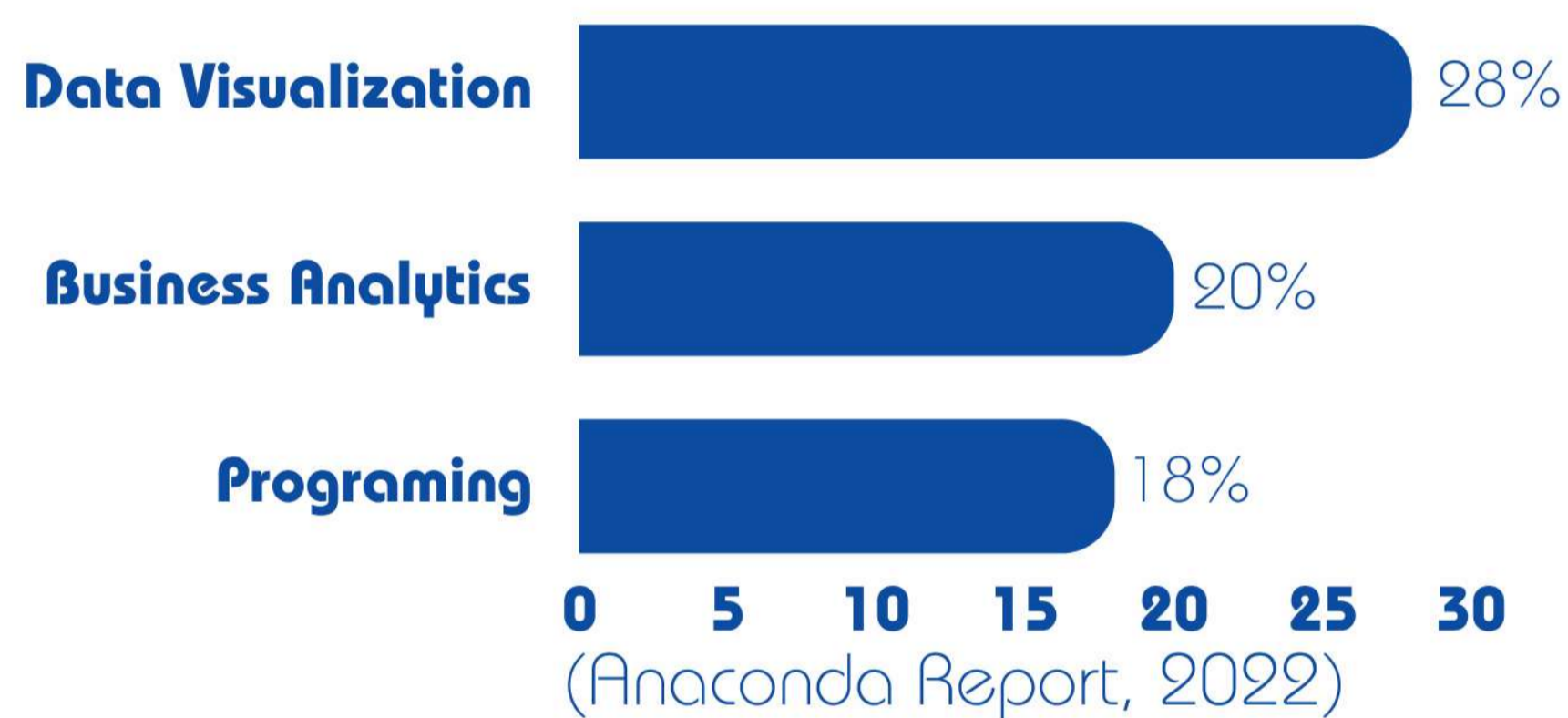




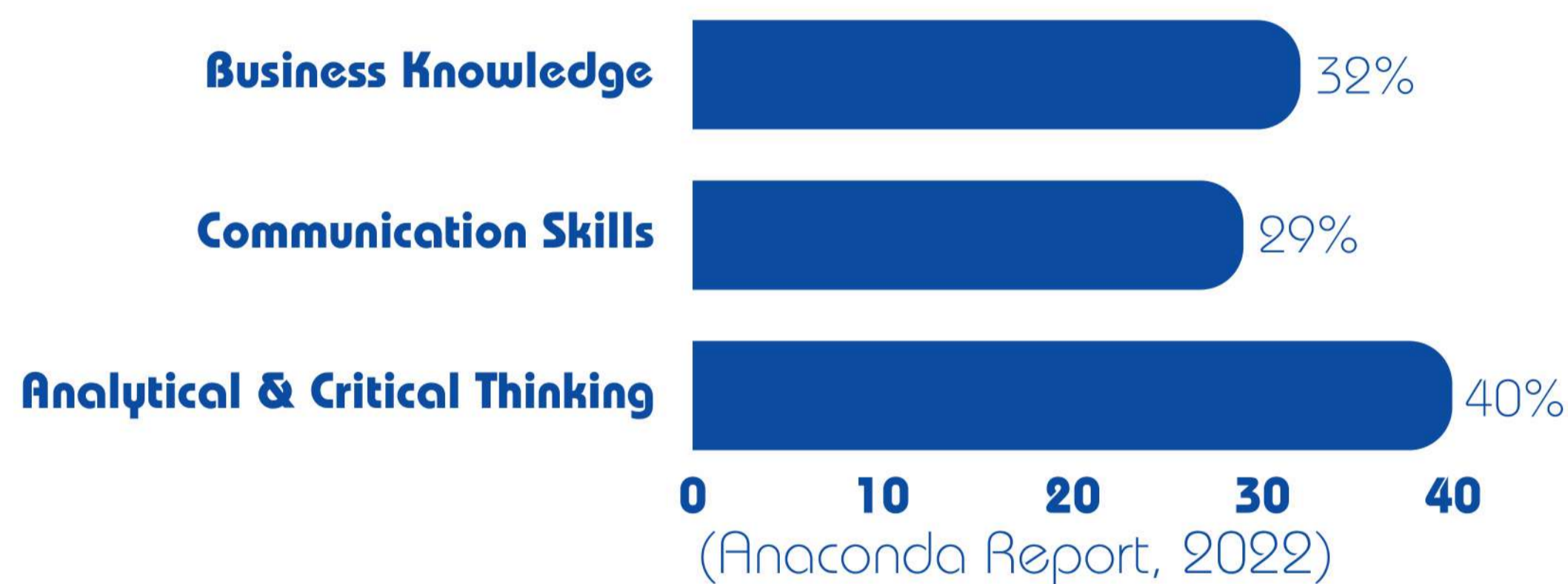
(Glassdoor, 2024)

**How to Become a Business Analytics Professional?** A business analytics professional job has a lot to offer, but it requires high-level skills. Before you start building your career, you need to determine what is the right path?

### Analytics Skills

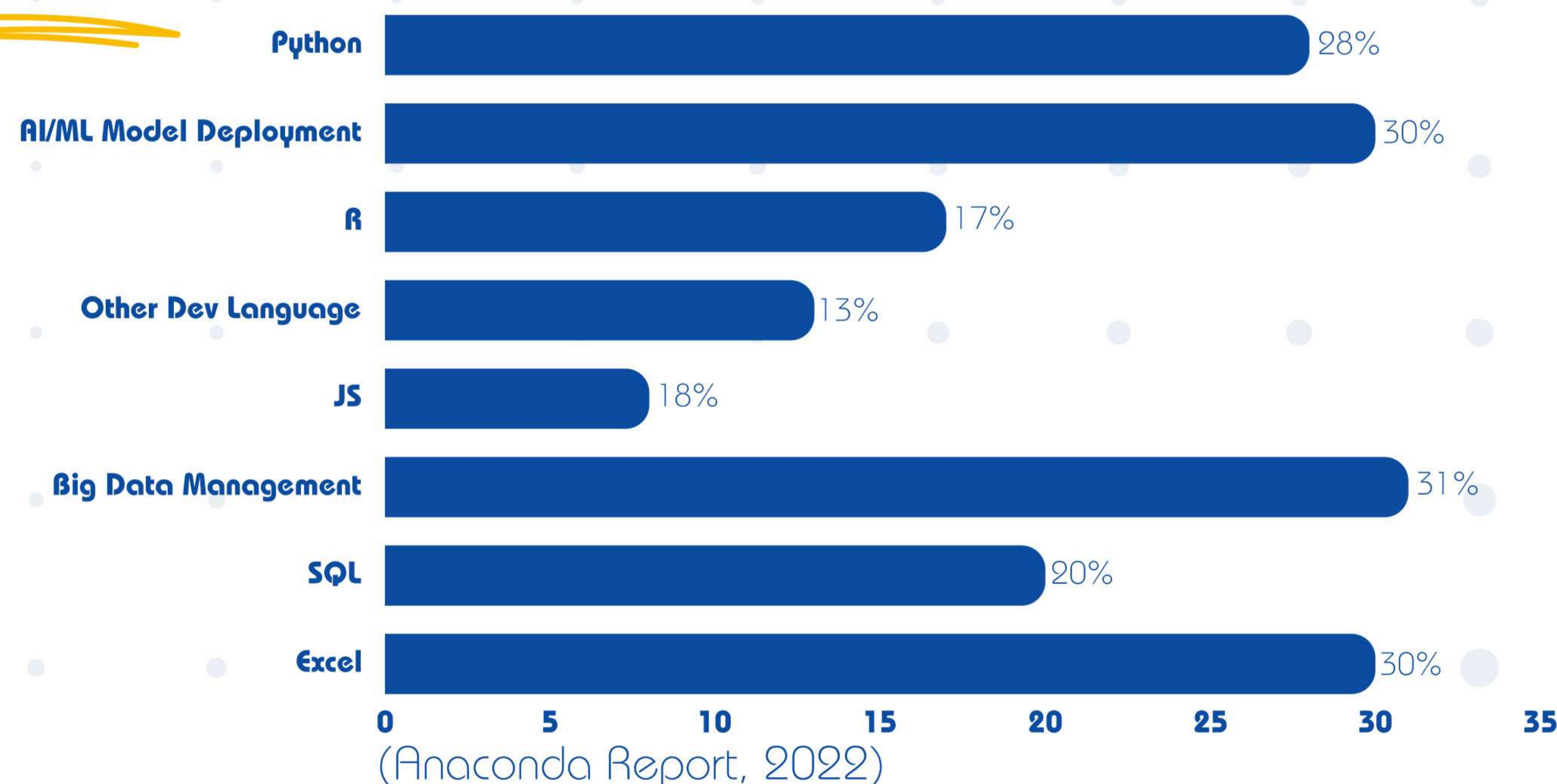


### Business Skills



To assist in navigating this, SZABIST offers an avenue through its cutting-edge MSBA program, imparting the necessary knowledge and expertise for aspiring individuals. A paramount focus for a business analytics professional is to align with the business strategy and leverage data to drive the organization's competitive advantage. Nevertheless, this role encompasses a spectrum of duties beyond this core function, including KPI computation and deriving valuable insights from historical data, necessitating the acquisition of a diverse skill set to proficiently fulfill these tasks.

### Tech Skills



Acquiring a position as a Business Analytics professional and researcher can be facilitated by holding a Master's degree in Business Analytics.

**SZABIST MSBA** will pave your way to **success!**



# WHAT BUSINESS ANALYTICS QUALIFICATIONS SHOULD YOU ACQUIRE?

Excellent communication and presentation skills are just as crucial as technical competencies.

Here's the complete list of skills you need to become a business analyst.

## Technical Skills

- Solid SQL skills
- Experience with Power BI/Tableau
- Advanced Excel skills
- Programming skills (Python or R are highly desirable)
- Data interpretation and recommendations based on findings
- Good data visualization abilities

## Practical Skills

- Learning concepts quickly and applying them to design creative solutions
- Presentation skills
- Ability to design rich data visualizations and dashboards to communicate complex ideas to business partners and leadership
- Flexibility and adaptability
- Research & development

## Soft Skills

- Strong analytical and critical thinking skills
- Excellent verbal and written communication skills
- Ability to work well as part of a team in a high-pressure, agile environment
- Ability to understand and analyze data on individual and team performance
- Fast in understanding the business needs and stakeholders' requirements

Which **curriculum** can provide the essential **skills** required to become a proficient **business analytics professional** or **researcher**?





## MSBA by Course Work Stream

- The Scheme of Study is as follows;
- Six Core Courses (6x3 =18 CHs) from Business Analytics Core Domain
- Four Elective Courses (4x3=12 CHs) from area of specialisation
- No IRS or Thesis

### 1st Year I Fall Semester

# 4

## CORE COURSES

**BSA 5103:** Research Methods  
**BSA 5xxx:** Tools for Business Analytics-I  
**BSA 5102:** Math & Stat for Analytics  
**BSA 5104:** Strategic Decision Making

### 1st Year I Spring Semester

# 4

## 2 CORE 2 ELECTIVES

MARKETING | FIANANCE | SCM | HR

**BSA 5201:** Programming Using Python  
**BSA 5xxx:** Business Analytics Tools-II  
**BSA 5xxx:** Elective I  
**BSA 5xxx:** Elective II

### 2nd Year I Fall Semester

# 2

## ELECTIVES

MARKETING | FIANANCE | SCM | HR

**BSA 5xxx:** Elective III  
**BSA 5xxx:** Elective IV

## MSBA by Research Work Stream

- The Scheme of Study is as follows;
- Six Core Courses (6x3 =18 CHs) from Business Analytics Core Domain
- Four Elective Courses (4x3=12 CHs) from area of specialisation
- Thesis /Capstone Project (6 CHs)

### 1st Year I Fall Semester

# 4

## CORE COURSES

**BSA 5103:** Research Methods  
**BSA 5xxx:** Tools for Business Analytics-1  
**BSA 5102:** Math & Stat for Analytics  
**BSA 5104:** Strategic Decision Making

### 1st Year I Spring Semester

# 4

## 2 CORE 2 ELECTIVES

MARKETING | FIANANCE | SCM | HR

**BSA 5201:** Programming Using Python  
**BSA 5xxx:** Business Analytics Tools-II  
**BSA 5xxx:** Elective I  
**BSA 5xxx:** Elective II

### 2nd Year I Fall Semester

# 1

## RESEARCH

**BSA 5xxx:** Thesis I  
 or  
**BSA 5xxx:** Capstone Project I

### 2nd Year I Spring Semester

# 1

## RESEARCH

**BSA 5xxx:** Thesis II  
 or  
**BSA 5xxx:** Capstone Project II



# Electives

## MARKETING



- BSA 5231:** Digital Marketing
- BSA 5332:** Retailing Analytics
- BSA 5232:** Market Strategy and Forecasting
- BSA XXXX:** Predictive Modeling for Marketing
- BSA XXXX:** Social Media Analytics
- BSA XXXX:** Marketing Analytics

## FINANCE



- BSA 5221:** Fintech/Data Science for Finance
- BSA 5222:** Applied Time Series Analysis for Forecasting
- BSA 5322:** Risk Management
- BSA 5321:** Financial Modelling

## HR/MANAGEMENT



- BSA 5221:** Management Models
- BSA 5221:** HR Analytics
- BSA 5221:** Performance Management

## SUPPLY CHAIN MANAGEMENT



- BSA 5221:** Strategies for Managing Supply Chain
- BSA 5221:** Advanced Warehouse, Store & Material Management
- BSA 5221:** Green Supply Chain Management
- BSA 5221:** Distribution Networks Analytics





WHERE  
**LEADING ORGANIZATIONS**  
SEEK  
**OUR TALENT**

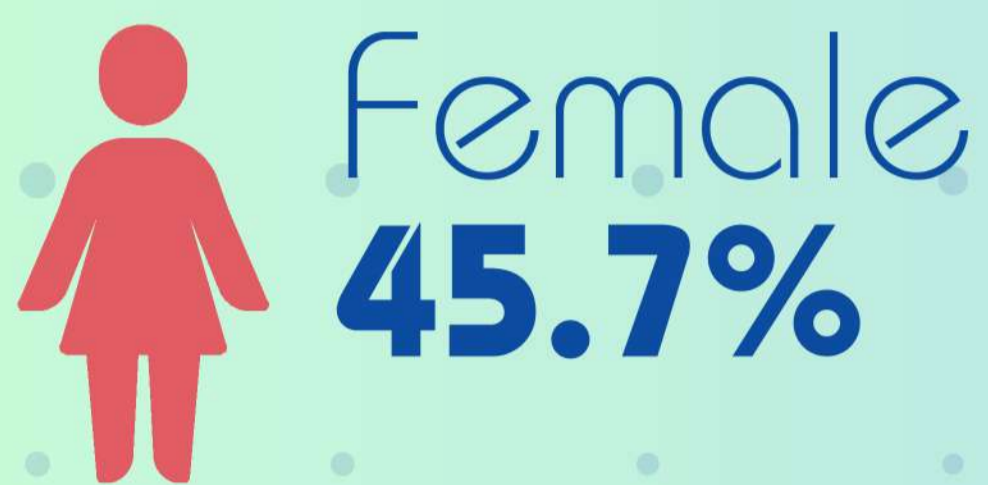


Many more

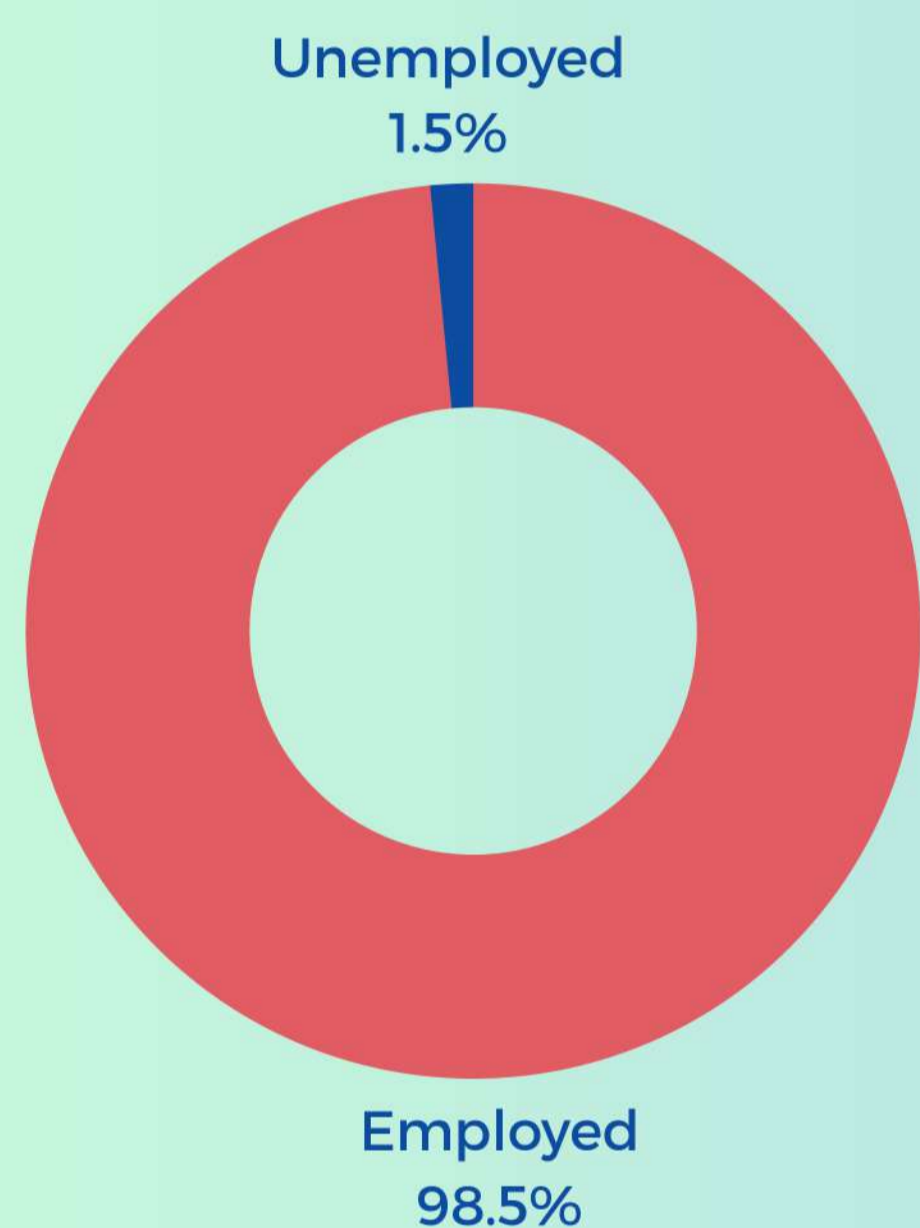


# MSBA STUDENT PROFILE

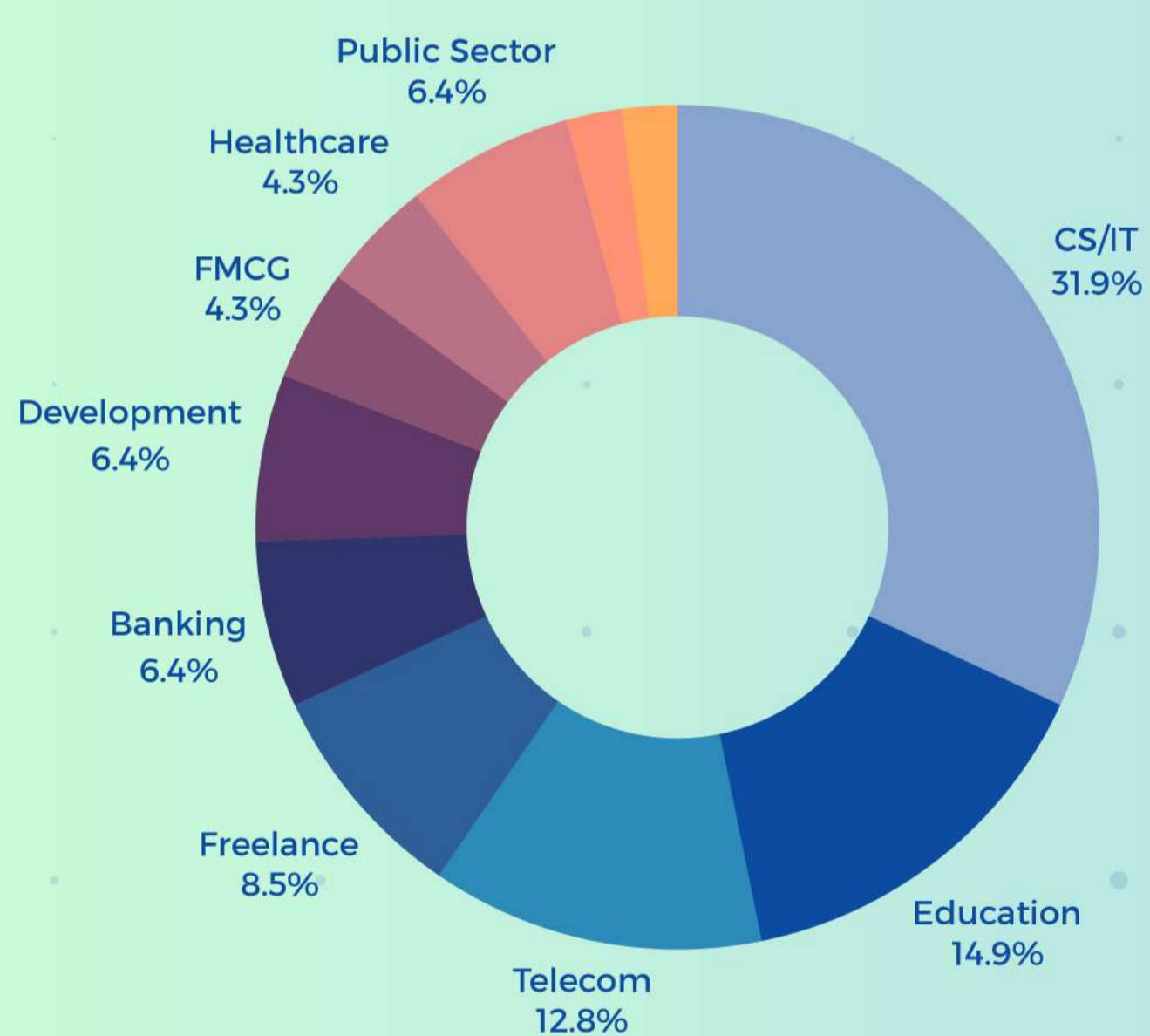
## Gender



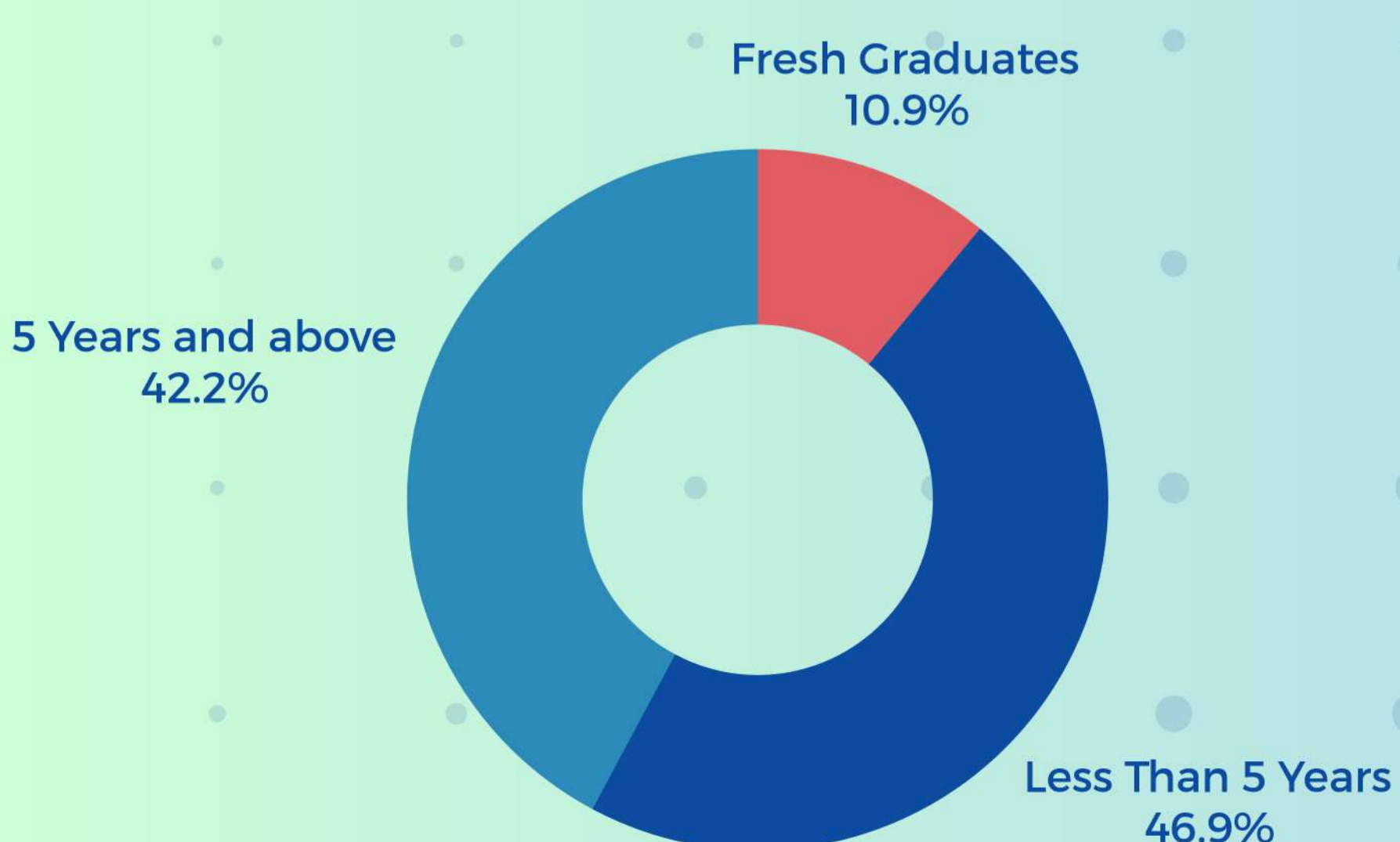
## Employability



## Industry Background



## Industry Experience





Let's Begin the Journey to **Master**  
the **Business Analytics Skills** that  
are **Always High** in **Demand!**

## Admission Criteria

- A good Bachelor's or Master's degree with a good honours classification, preferably from:
  - Business
  - Computing
  - Economics
  - Engineering
  - Mathematics, Science or Statistics
  - 50% score in GAT General or SZABIST internal admission test

(\*Other than a business degree background, deficiency courses are mandatory.)

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