BS Business Analytics

Mission

The program's mission is to develop professionals who are capable of leading, managing, and applying decision-making skills using current project management practice.

Introduction

Business Intelligence & Analytics continues to be among the fastest-growing areas in business education in the world. The BS Business Analytics program is aimed to provide the desired analytical skills to the students with strong critical thinking abilities who are wishing to harness the power of data to solve the business issues. This program will offer students unique skills to analyse, synthesize, and visually present data, covering all fields of Management i.e., Marketing, Management, Finance and supply chain management. In addition to learning how to use top-of-the-line software tools, students will also learn how to interpret data and identify important business trends using these tools.

Learning Outcomes of the Program

The graduates of the program are equipped with the in-demand skills and knowledge required for success in their professional careers. This program is designed to give substantial hands-on computing skills, applied data analysis techniques and data visualization skills to solve business problems. After completion of this program students will be able:

1. To get deeper understanding of the business functions
2. To apply data analysis techniques to sole the business challenges
3. To effectively manage and interpret data for decision making
4. To be able to answer business questions using a great amount of organization's data
5. To build and enhance Business Intelligence and analytics capabilities by adapting the appropriate technology and software solutions.
6. To improve business-related decision-making skills by exploring and mining data from various aspects.
7. To communicate technical results and recommendations to a non-technical audience.

Admission Requirements and Eligibility Criteria

At least 50% marks in HSSC or an equivalent examination. Those who have taken the HSSC or an equivalent examination and are awaiting result can also apply.

Selection Criteria

Admission will be based on Test (Test 60%, previous qualification 40%).

Structure of the program

Division of Courses	No. of Credit Hours	No. of Courses
Compulsory Courses	25 Credit Hours	9 Courses
General Courses	27 Credit Hours	9 Courses
Foundation Courses	51 Credit Hours	17 Courses
Electives	30 Credit Hours	10 Courses
Project	03 Credit Hours	1 Project
Total	**136 Credit Hours**	**45 Courses + 1 Project**

Stream of Studies BS Business Analytics

Semester ~ 01

S.No.	Course Code	Course Title
1	TM201	IT in Business
2	QNT302	Mathematics and Statistics for Business
3	MGT201	Principles of Management
4	MKT201	Principles of Marketing
5	ACT201	Principles of Accounting
6	GEN107	Business English 1

Semester ~ 02

1	TM202	Technology in Business
2	TM203	Database Management System
3	GEN202	Introduction to Sociology
4	ECO401	Business Economics
5	GEN108	Business English II
6	GEN103	Understanding Quran-I

Semester ~ 03

1	TM331	Management Information System
2	TMBA231	Introduction to Business Analytics
3	TMBA232	Analytics in Python
4	FIN301	Financial Management
5	GEN303	Oral Communication
6	GEN109	Islamic Studies

Semester ~ 04

1	GEN201	Introduction to Psychology
2	TM341	Digital Transformation in Business Organization
3	MGT402	Business Research Methods
4	QNT401	Statistical Inference
5	GEN401	Business Communication and Report Writing
6	TMPM221	Introduction to Project Management

Semester ~ 05

1	TM501	Enterprise Resource Planning
2	TMBA352	Business Analytics in HR
3	TMBA473	Business Analytics for Supply Chain
4	GEN113	Pakistan Studies
5	TMBA353	Business Analytics in Marketing
6	GEN302	Creative Thinking and Reasoning

Semester ~ 06

1	TMBA361	Elective 1
2		Elective 2
3		Elective 3
4	TMBA371	Business Analytics in Finance
5	GEN104	Understanding Quran-II
6	GEN203	Introduction to Philosophy

Semester ~ 07

1		Elective 4
2		Elective 5
3		Elective 6
4		Elective 7
5	GEN112	Islamic Law of Business Transactions

Semester ~ 08

1		Elective 8

2		Elective 9
3		Elective 10
4	GEN301	Business Ethics & Society
5	TMBA511	Project

List of Elective Courses

S.No	Credit Hrs.	CODE	TITLE
1.	3	TMBA351	Business Analytics Tools
2.	3	TMBA361	Advanced Business Analytics
3.	3	TMBA475	Predictive Analytics
4.	3	TMBA471	Machine Learning
5.	3	TMBA472	Data Mining and Warehousing
6.	3	TMBA474	Advanced Power BI and Tableau
6.	3	TMBA481	Management Issues in Business Analytics
8.	3	TMBA482	Balance Score Card and Performance Management
9.	3	TMBA483	Current Topics in IT and Business Analytics
10.	3	TM505	Database Design & Applications
11.	3	TM506	Concepts and Practice of Dss Modelling
12.	3	TM507	Business Process Management