



SCHOOL OF BUSINESS STUDIES

IBA is located in Karachi—the financial hub of Pakistan—and is one of the country's most prestigious higher education institutions. The School of Business Studies (SBS), accredited by AACSB, serves as its largest and flagship school, widely recognized for academic excellence and leadership in business education.

SBS features a state-of-the-art campus aligned with international standards, offering a collaborative and innovative learning environment. Its faculty includes distinguished scholars with doctorates from globally renowned institutions. SBS offers a wide array of programs across management disciplines, aimed at nurturing the next generation of high-potential executives.

WHY BS-BUSINESS ANALYTICS AT IBA?

The BS in Business Analytics is a 4-year, 132-credit-hour program, crafted to prepare you for a data-driven business world. This program focuses on core business principles alongside cutting-edge analytics techniques, equipping you with the skills to lead and make data-informed decisions in today's dynamic landscape.

- Industry Relevant Curriculum
- Distinguished Faculty
- Focus on Analytics, Decision-making, and Technology
- Industry-relevant tools: Python, R, Power BI, SQL
- AACSB Accredited
- Hands-on Learning with Internship and Real Business Context



COURSE STRUCTURE

SEMESTER 1

- Microeconomics
- Psychology of Business
- Introduction to Computer Applications
- Islamic Studies
- Speech Communication
- Introduction to Statistics
- Introduction to Philosophy

SEMESTER 3

- Principle of Accounting
- Calculus II
- Production and Operation Management
- Emerging Technologies for Digital Transformation
- Principle of Marketing
- Management and Organizational Behaviour

SEMESTER 2

- Macroeconomics
- Natural Sciences
- Business Communication
- Pakistan History
- Calculus I
- Fundamentals of Entrepreneurship
- Business, Ethics and Society

SEMESTER 4

- Introduction to Business Finance
- Business Process Reengineering
- Introduction to Business Analytics
- Methods in Business Research
- Management Accounting

ELECTIVE COURSES

Program electives in the BS Business Analytics program are designed to help students build specialized skills in areas such as Management, Finance, and Accounting, aligning with their career goals. Free Electives allow students to broaden their academic exposure by taking courses from multidisciplinary fields, encouraging cross-functional knowledge and innovation.

SCHOLARSHIPS, GRANTS & FINANCIAL ASSISTANCE

Installment Plan: The students can apply for 2-3 installments per semester. However, the installments must be paid within the same semester.

Qarz-e-Hasna: The IBA facilitates its students in securing an interest-free loan (Qarz-e-Hasna) to pay their tuition fee during their study period.

Need-based Financial Assistance: The IBA encourages aspiring students from diverse social backgrounds to enroll and study at the IBA.

Research & Teaching Assistantships (RA/TA): IBA offers part-time, paid opportunities for students to work as Research Assistants (RAs) or Teaching Assistants (TAs) as part of its financial assistance and academic enrichment initiatives.

SEMESTER 5

- Digital Innovation & Design Thinking
- Introduction to Digital Marketing
- Human Resource Management
- Business Applications of Database Systems
- Program Elective 1

SEMESTER 7

- Business Applications of Machine Learning
- Change Management & Digital Transformation
- Free Elective 3
- Program Elective 4
- Program Elective 5

SEMESTER 6

- Advanced Business Analytics
- Free Elective 1
- Program Elective 2
- Program Elective 3
- Free Elective 2

SEMESTER 8

- Program Elective 6
- Program Elective 7
- Program Elective 8
- Experiential Learning Project

ACADEMIC ENVIRONMENT

EXPERIENTIAL LEARNING & A LIFELONG MINDSET

The BS Business Analytics program integrates experiential learning through thesis projects, case studies, and industry-focused assignments. This hands-on approach connects students with industry professionals, equipping them with practical skills for addressing real-world challenges. Through core courses in business, management, and specialized electives, students develop a lifelong mindset, preparing them for evolving professional landscapes.

INDUSTRY-RELEVANT LABS & PRACTICAL EXPOSURE

IBA offers access to dedicated labs and interactive platforms that provide students with practical exposure to business concepts, market analysis, and financial management. Students are encouraged to participate in internships, workshops, and practical case simulations to gain industry-specific knowledge, bridging academic theory with real-world practice.

ETHICAL FOCUS & SOCIETAL IMPACT

Aligned with IBA-SBS's mission, the curriculum embeds ethics and social responsibility across all disciplines. Students are encouraged to engage with initiatives that explore ethical leadership, social impact, and the responsible use of business practices. This approach ensures that graduates not only excel academically but also contribute meaningfully to society.

CAREER OPPORTUNITIES

Graduates of the BS Business Analytics program are prepared for diverse and impactful roles, including:

- Data Governance
- Business Data Analysis
- Data Visualization
- Marketing Analytics Management
- Product Management

ELIGIBILITY CRITERIA

■ Higher Secondary School Certificate (HSSC) with a minimum of 65% marks, or A' Levels with at least two B's and one C in three principal subjects.

■ American High School Diploma with a minimum score of 80% or International Baccalaureate (IB) with a minimum of 25 out of 45 points.

APTITUDE TEST EXEMPTION

Candidates may be exempted from the IBA Aptitude Test for the BS Business Analytics program if they submit a minimum SAT score (based on merit), an ACT composite score of 28, or equivalent international qualifications. However, exemption is competitive, and appearing for the IBA Aptitude Test is strongly encouraged to enhance admission chances.



FOR MORE INFORMATION



<https://sbs.iba.edu.pk/business-analytics>

Main Campus

University Enclave, University Road,
Karachi - 75270 Pakistan
Phone : +92-(21) 3810-4700

City Campus

Plot # 68 & 88 Garden / Kayani
Shaheed Road, Karachi - 74400 Pakistan
Phone : +92-(21) 3810-4701

www.iba.edu.pk

+92 21 111 422 422

[f](#) [X](#) [in](#) [ig](#) [yt](#) [dj](#) [ibakhiofficial](#)



SCHOOL OF BUSINESS STUDIES

BS - BUSINESS ANALYTICS

BUSINESS • ANALYTICS • STRATEGY

UNDERGRADUATE PROGRAM