

SALIM HABIB UNIVERSITY

Tracks Offered

- 01** Financial Analysis
- 02** Digital Marketing Analysis
- 03** Marketing/Consumer Analysis
- 04** Business Operations Analysis
- 05** Data Warehousing and Mining

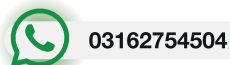
Placement & Careers

- FMCG Firms
- Multinational Corporations
- Banks and Financial Institutions
- Media Houses
- Public Sector Enterprises

Scholarship Schemes

Scholarships	Overall Percentage in SHU Merit List	Scholarship Offers (For First Two Semesters)
Dr. Salim Habib Scholarship	70% and above	100% of Tuition Fee
SHU High Achiever	60% to 69%	75% of Tuition Fee
Dr. Iram Afaq Scholarship	50% to 59%	50% of Tuition Fee

SALIM HABIB UNIVERSITY



SHU NC-24, Deh Dih, Korangi Creek, Karachi 74900
 Phone: (+92-21) 35122931-5, UAN: 021-111-248-338

Visit us: www.shu.edu.pk



SALIM HABIB UNIVERSITY

BS BUSINESS ANALYTICS

Faculty of Management Sciences

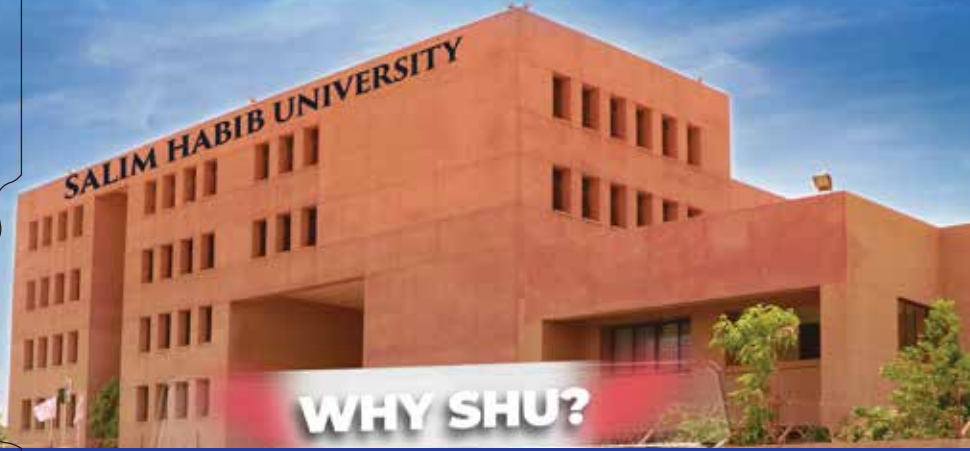


Chartered by the Government of Sindh - Recognized by HEC, Sindh HEC/CIEC - Accredited by PCP, PEC & NCEAC

SALIM HABIB UNIVERSITY



BS BUSINESS ANALYTICS



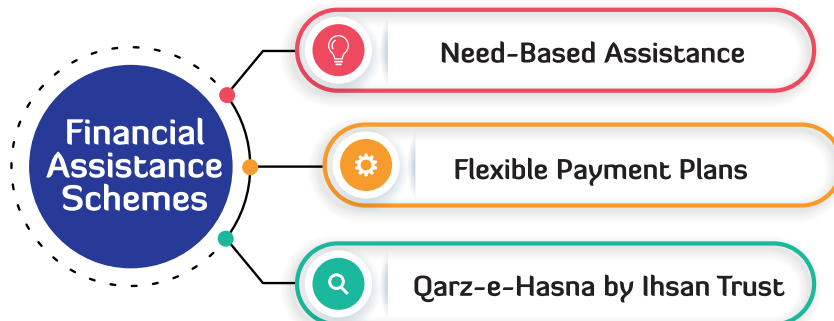
- A place where students can enhance their capabilities by acquiring high quality international-standard education
- A unique academic and social environment that transforms students into well-rounded, capable, and responsible citizens
- Full-time foreign qualified and experienced faculty
- Introduction of students to business dynamics, functions, practices, and processes
- Strong industry-academic linkages with emphasis on collaboration with the corporate sector for internships and hands-on learning opportunities

Why BS Business Analytics?

- Develops competency and the skills needed to implement and oversee data-driven business decision making
- Incorporates the extensive application of statistical analysis in all functional areas: marketing, finance, operations and accounting
- Sharpens analytical and critical thinking abilities to harness the power of data analysis
- Based on a hands-on approach to integrate the knowledge of business management, technology, and data analytics
- Emphasizes the development of soft skills and ethical decision making and problem-solving capabilities

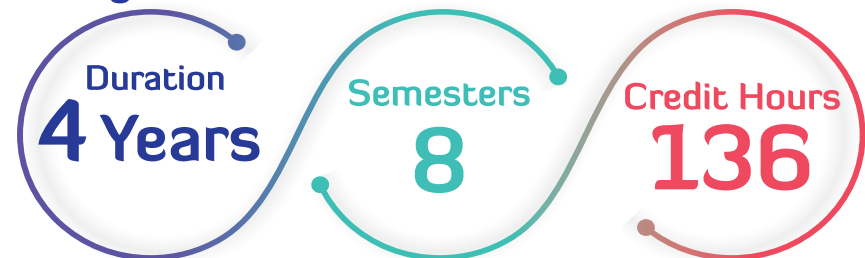


Supporting Your Financial Journey



Terms & Conditions Apply

Program Structure



Eligibility

- Minimum 45% marks in HSSC or equivalent qualifications recognized by IBCC (Inter Board Committee of Chairmen)
- Clear the Aptitude Test and Interview at Salim Habib University