



Presidential
GRADUATE SCHOOL
LEAD | INSPIRE | INNOVATE

MBA

**DATA
ANALYTICS**

Affiliated to
 **WESTCLIFF**
UNIVERSITY
California, USA | westcliff.edu

Accredited by
 **WASC**
ACBSP Senior College and
UNIVERSITY COMMISSION
GLOBAL BUSINESS ACCREDITATION



MBA DATA ANALYTICS

PHILOSOPHY

The volume and value of data is increasing exponentially in this digital era. The International Data Corporation predicts that, by 2025, the total amount of digital data created worldwide will rise up to 175 zettabytes. It is aggregated mainly via social network, search engine, text messages, media files, IoT and sensors etc. Data allows for better decision making, more efficient teams, and company growth. Without the right skill set though, entering the data economy is a pipedream. However, the vastness and complexity of the data generated makes it impossible to be handled by traditional data processing and analysis systems. Data analytics makes it easy to handle such data.

This programme teaches groundbreaking tools and technologies focusing on gathering, exploring,

discovering and visualizing the hidden patterns from vast amounts of data. The discovered interesting patterns are very useful for decision making and business growth. Some of these tools and techniques are: database technology, cloud and big data management, data mining, supply chain analytics, time series analytics etc.

Data analytics is widely adapted in every sector for making better decisions such as marketing, healthcare, banking and financial, e-commerce, social media, genomics, pharmaceutical, geographic information system and remote sensing, transportation etc. Along with data analytics, students develop the managerial skills for managing data analytics projects with a great deal of understanding business related issues.

OVERVIEW

The Presidential MBA in Data Analytics program conceived primarily to suit the needs of the working professionals is a 2 years, 60-credit program structured to allow enough flexibility for (working) students. Equally competitive with the existent full-time courses within the domestic curricula from national universities, this Westcliff University degree offered by Presidential is an internationally-recognized degree, which is hybrid in nature.

While it adheres to a global standard of curriculum to garner international recognition, it also integrates local business/ managerial values along with cutting edge data analytics skills to produce human resources that cater to the needs of the domestic as well as international market.

Why MBA-Data Analytics at Presidential?

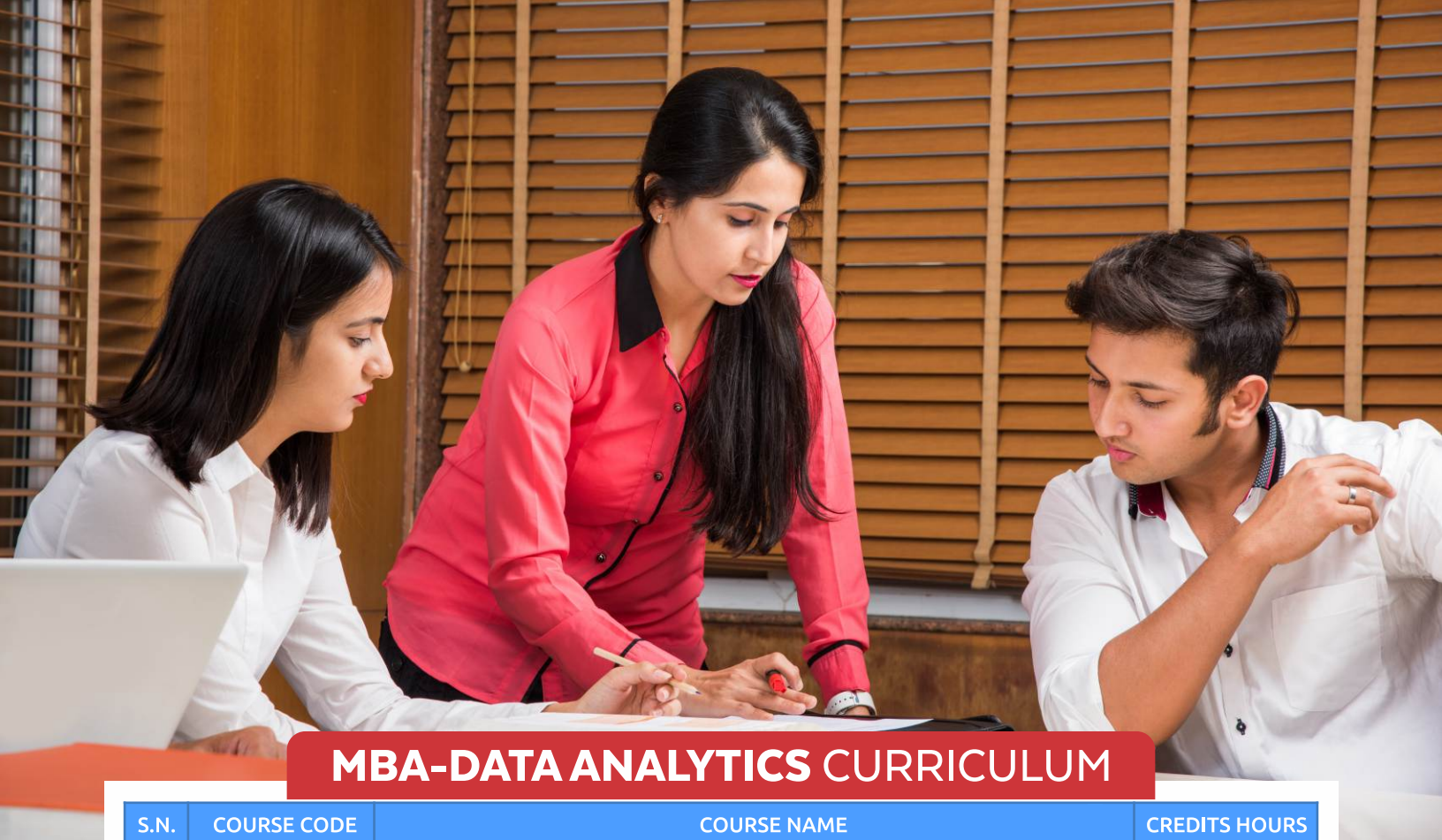
- 1. Academic Excellence:** High-quality standards ensuring a robust education and foundation in your chosen field.
- 2. Cutting-Edge Curriculum:** Access to the latest business and technology trends, ensuring relevance in the ever-evolving IT landscape.
- 3. Global Recognition:** Degrees recognized globally, opening doors to opportunities worldwide.
- 4. Industry-Connected Faculty:** Learn from professors with strong industry ties, providing real-world insights and networking opportunities.
- 5. Networking Opportunities:** Build a robust professional network with fellow students, alumni, and industry professionals through university events and collaborations.
- 6. Advanced Facilities:** Access to state-of-the-art facilities, libraries, and resources for an enhanced learning experience.
- 7. Value-added Sessions:** Beyond-curriculum workshops for additional skills and real-world preparation.
- 8. Research Opportunities:** Participate in meaningful research projects, contributing to advancements in the field of business and management.
- 9. Entrepreneurial Skills:** Acquire business acumen to innovate and lead business ventures, fostering an entrepreneurial mindset.



Career prospects of an MBA Data Analytics

- 1. Data-Driven Decision-Making:** An MBA in data analytics prepares you to transform raw data into actionable insights, enabling businesses to make strategic decisions with a competitive edge.
- 2. Business Intelligence Specialist:** With this degree, you can specialize in business intelligence, becoming adept at interpreting data trends, forecasting, and helping organizations make informed decisions.
- 3. Data Scientist Roles:** The program equips you with the skills required for roles such as data scientist, involving advanced statistical analysis, machine learning, and predictive modeling to extract valuable information from data.
- 4. Risk Management:** Many industries seek professionals who can analyze data to identify and mitigate risks. An MBA in data analytics prepares you for roles in risk management, ensuring business resilience.
- 5. Supply Chain Optimization:** For those interested in operations and logistics, data analytics skills are crucial for optimizing supply chains. You can contribute to efficiency and cost-effectiveness in this domain.
- 6. Customer Analytics:** Specializing in customer analytics allows you to understand consumer behavior, enhance customer experiences, and drive marketing strategies, contributing directly to business growth.
- 7. Financial Analysis:** Financial institutions and corporations value professionals who can analyze vast datasets for financial planning, budgeting, and forecasting, making an MBA in data analytics highly relevant in finance.





MBA-DATA ANALYTICS CURRICULUM

S.N.	COURSE CODE	COURSE NAME	CREDITS HOURS
1	FIN 500	Financial & Accounting Skills for Managers	3
2	MKT 500	Marketing Management	3
3	ORG 500	Organizational Behavior	3
4	ECO 500	Managerial Economics	3
5	LDR 500	Organizational Leadership	3
6	MIS 500	Managing Information Systems & Technology	3
7	MGT 500	Strategic Management in a Globalized Economy	3
8	CAP 600	Applied Methods Capstone (Information Technology focused)	3
9	MGT 600	Influential & Impactful Communication	3
10	RES 600	Business Research Methodology	3
11	BUS 626	Statistical Analysis for Decision-Making Process	3
12	MIS 550	Big Data Analytics and Visualization	3
13	CLD 600	Virtualization and Storage	3
14	PRG 630	Python Programing	3
15	TBD	Applied Statistics for Optimization	3
16	DATA 615	Social Media and Web Analytics for Business	3
17	EMT 600	Artificial Intelligence and Machine Learning	3
18	DATA 610	Database Design and Management	3
19	TBD	Data Engineering	3
20	TBD	Regression and Time-series Models	3



FEE STRUCTURE

S.N.	PROGRAM	SCHOOL	UNI FEE	COLLEGE FEE	INTAKE	SCHOLARSHIP
1	BBA	School of Business	USD 2100	Nrs. 8,67,000	Spring, Summer, Fall	Available
2	BSc.IT	School of Technology	USD 2310	Nrs. 11,67,000	Spring, Summer, Fall	Available
3	MBA	School of Business	USD 1995	Nrs. 557,000	Fall, Spring, Summer	Available
4	MBA Data Analytics	School of Business	USD 1995	Nrs. 557,000	Fall, Spring, Summer	Available
5	MBA Information Technology	School of Business	USD 1995	Nrs. 557,000	Fall, Spring, Summer	Available
6	MScIT	School of Technology	USD 1995	Nrs. 500,000	Fall, Spring, Summer	Available

*Quoted fees are for the academic session – Spring, Summer and Fall 2024. Applicable government taxes will be charged in addition.



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GRADUATE SCHOOL

Programs We Offer :

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MBA-Finance and Economics

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BScIT in Software & Web Development

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