



**Transform your future
with data-driven
mastery.**

**MBA in
Data Analytics**

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About Saint Leo University

Founded in 1889, Saint Leo University is a leading U.S. accredited university with a rich legacy of blending history with transformative, value-driven education. Now, Saint Leo is proud to offer 100% online degrees for students in India and Latin America in order to expand access to higher education. We aim to inspire young minds and ignite their individual aspirations. We lead in redefining 21st-century education with 25 years of online academic excellence and have a prominent global presence with 15,300 students and 100,000 global alumni from 100+ countries.

Saint Leo University is accredited by the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC) and the business degrees by the Accreditation Council for Business Schools and Program (ACBSP). These accreditations serve as a testament to our unwavering commitment to delivering the highest standards of education.

[SACSCOC Status Update](#)



Regional Accreditation by the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC)



#14

Best Value Schools in the U.S. (South)

by the U.S. News and World Report, 2021



#26

Best Regional University in the U.S. (South)

by the U.S. News and World Report, 2021



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Program Overview

With a growing need for storing customers' data digitally, the demand for data analytics professionals is increasing. An online Master of Business Administration (MBA) with a specialization in Data Analytics from an accredited American university will help you start a thriving career in a fast-growing industry.

Saint Leo University's MBA in data analytics combines the core concepts of business administration with the technical aspects of data analysis, giving you the opportunity to become a competitive candidate for exciting positions in a wide variety of industries. Our expert faculty will take you through key aspects of data science, including data mining, sampling, hypothesis testing, linear regression, and central tendency.



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Why Data Analytics?

An MBA in data analytics prepares you to thrive in a data-driven business environment. With the help of a data analytics degree program, you will be equipped to comprehend the technical intricacies of big data and be able to put your skills to work in a range of industries. You will have the expertise to manage diverse databases, organize, compile, and curate extracted data to be used to inform business decisions.

- The data analytics industry in India increased year on year by 34.5% in 2022.*
- As a welcoming industry to newcomers, 33.7% of professionals working in the Indian analytics market have only 2-5 years of work experience.*
- The average annual salary for a data analyst in India is ₹6,00,000.^

*Analytics India Mag, Analytics India Industry Study 2022 [viewed online]

^Glassdoor, Salary: Data Analyst in India 2023 [viewed online]



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Professional Opportunities

Embark on a career-transforming journey that prepares you to thrive in a data-driven business world. An online MBA in Data Analytics from Saint Leo University will equip you to harness the power of big data, master database management and shape critical business decisions. Secure your career in this dynamic domain with exciting job roles like:

Data analyst

Business analyst

Data engineer

Data scientist

The national average salary for a data analyst is ₹6,00,000 in India. - Glassdoor

The market is expected to grow at a CAGR of more than 8% during the forecast period (2021-2026).
- Global Data



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Why Choose Saint Leo University For Online Education?

History of excellence in online education



Join a pioneer in online education with Saint Leo's 25+ year legacy of providing transformative online education, paired with our 130+ years of academic excellence.

Access game-changing academic tools



Saint Leo University offers a dynamic learning experience with essential tools for professional and personal success. Gain exclusive access to Grammarly Premium, Microsoft Office 365, tutor.com, and a Zoom Premium Account for a seamless learning journey.

24x7 learning with an online library



Dive into a wealth of knowledge with 24x7 access to our expansive virtual library with a wealth of educational resources. Study when you want and transform your learning journey with a treasure trove of sources at your fingertips.

Same degree value as on-campus



Our online programs and on-campus offerings in Florida have the same value and academic rigor. Our online and on-campus degrees are equally recognized, respected and accepted globally.

Financial aid and scholarship



Navigate your educational journey with financial ease with the help of our academic advisors who can connect you with Saint Leo's financial support. With 0% financing options and merit scholarships, a U.S. education has never been more accessible.

AI-powered Career Catalyst



Nail interviews with real-time feedback, craft customized resumes, captivate recruiters with your LinkedIn profile and much more! Maximize your potential for AI-enabled success and secure your dream job with Career Catalyst in partnership with Hiration.

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Alumni Benefits

After graduation, whether from our online programs or on-campus courses, Saint Leo University alumni enjoy exclusive benefits. Join our online community to unlock a diverse array of privileges designed to enrich your post-graduate journey and keep you connected to the Saint Leo spirit.

Personalized Career Support

Receive tailored career guidance and support through our dedicated Career Services. Whether you need help crafting a resume, exploring job opportunities, or seeking professional advice, we're just an email or call away, ready to assist you in advancing your career.

Exclusive Education Discounts through Benefit Hub

Unlock a world of special offers and discounts through the Benefit Hub and the Saint Leo Alumni Association Discount Marketplace. Accessible behind a secure login, these platforms provide exclusive opportunities for our alumni to save on continued education and professional development.

Sprint Magazine

Immerse yourself in the stories of accomplishment and success within our alumni community through the Sprint magazine. This publication serves as a showcase of the remarkable achievements of our graduates, creating a sense of pride and connection among our extended Saint Leo family.

Engage in Alumni Events and Giving Days

Enrich your post-graduate experience by participating in engaging alumni events and giving days. These occasions not only provide a chance to reconnect with fellow alumni but also offer opportunities to contribute to the growth and development of our alma mater.

Connect on Social Media

Join the Saint Leo Alumni Facebook Group to stay connected with the broader community. Share your experiences, network with other alumni, and stay informed about the latest university updates, fostering a sense of belonging and friendship.

Virtual Alumni Chapter

Stay connected regardless of your location through our virtual alumni chapter. Engage in online discussions, attend virtual events, and leverage networking opportunities to strengthen your professional and personal connections with the extended Saint Leo family.



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What will you learn?

Saint Leo University's MBA in data analytics program consists of 12 modules that will lead you through an essential business foundation and an in-depth look at big data. Our 100% online format allows students to complete their coursework in an environment best suited for their success.

The field of data analytics demonstrates how statistics, computer science, and data visualizations all converge to produce powerful information. The concept has numerous real-world applications across a wide variety of industries, including business, marketing, health sciences, and technology. As a data analytics graduate, this program will prepare you to:

- Use big data to drive businesses forward.
- Draw from modern theories and conceptual frameworks to guide management decisions.
- Manage data within complex organizational environments.
- Gain deep insight into statistical approaches to data analysis.



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Explore Career Catalyst

An AI-based job accelerator platform

We are excited to bring you a treasure trove of AI-powered tools in partnership with Hiration, a pioneer in AI-based innovation. Now you can amplify your potential and secure your dream job with the help of Career Catalyst.

Career Catalyst will help you:

- **Master mock interviews:** Sharpen your interview skills and receive instant, realtime feedback, allowing you to conquer your next interview with confidence and competence.
- **Tailor-make your resume:** Harness the power of the Job Matcher feature to customize your resume for specific opportunities, ensuring you outshine other qualified candidates.
- **Optimize your LinkedIn profile:** Showcase in-demand skills and experience to craft an irresistible LinkedIn profile that captures the interest of recruiters.
- **Perfect your cover letter:** Ensure your cover letter is exceptional and creates a lasting impression with detailed, actionable feedback on every element.

Immerse yourself in these exceptional, transformative features that empower you to present your best version and enhance your career potential.

Our dedicated team is here to provide step-by-step guidance. Feel free to [reach out](#)  with any queries or concerns and find out how we can take your career to the next level.



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Format

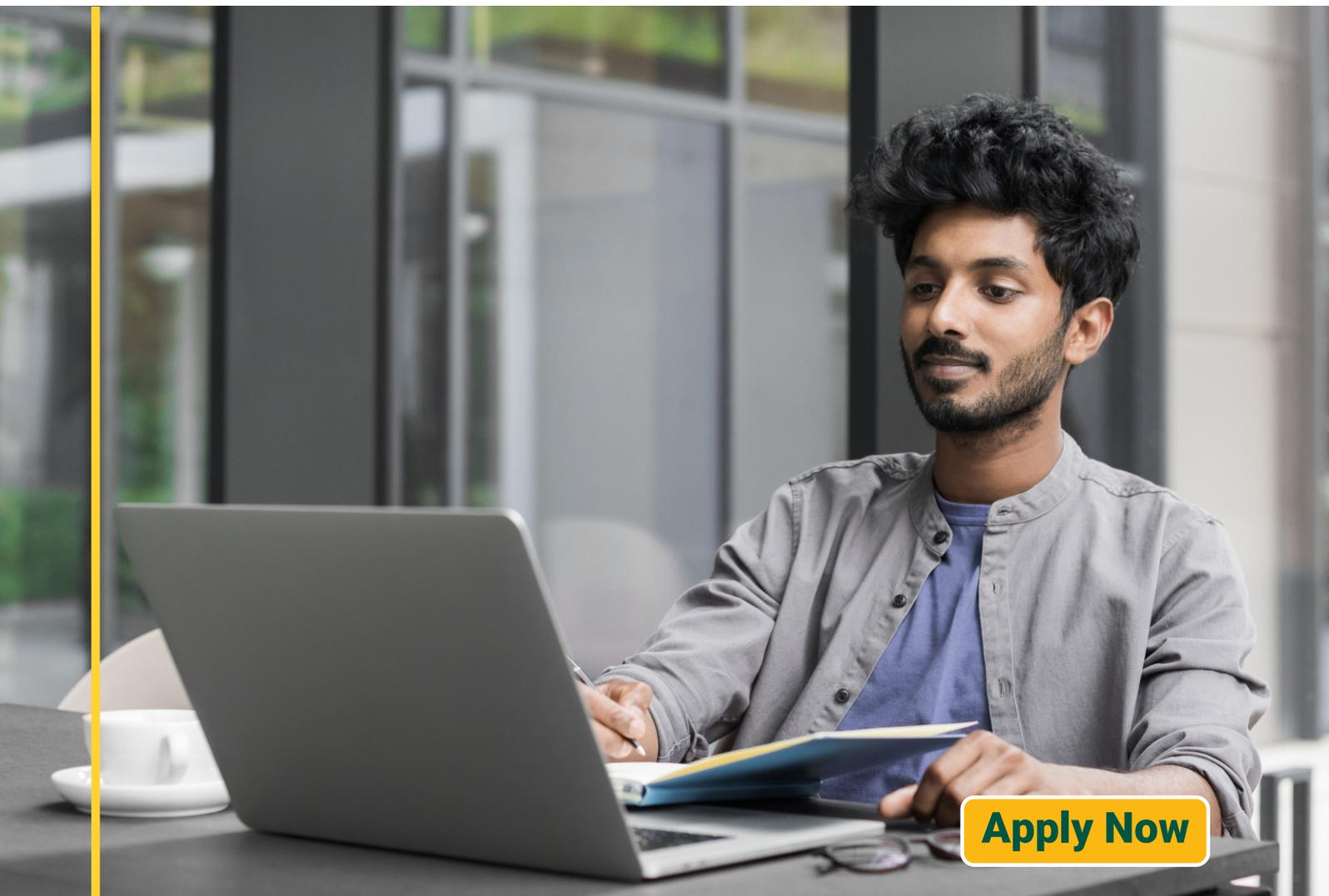
Online degree program

Our online programs have **six convenient start dates** throughout the year and are divided into eight-week sessions - October, January, March, May, June, and August.

Eligibility

To be eligible for admission into Saint Leo's online MBA in data analytics program you must meet the following criteria:

- Must not be a resident of the U.S.
- Must be proficient in English
- Must have earned your undergraduate degree from an NAAC accredited university with a letter grade of "A" or above
- Must have received a U.S. equivalent GPA of 3.0 (B) or higher in the last three semesters of your degree



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Curriculum

Each MBA program at Saint Leo University is comprised of 36 credits (or 12 subjects):

Business Core (21 credit hours)

MBA 501 - Management Essentials: This course focuses on the basics of management by introducing students to business environments in which they focus on the big picture, identify internal and external opportunities for growth, and manage resources. The course will also present students with management techniques to help them stay current and apply creative solutions to problems. Students will be introduced to the programmatic themes of globalization, leadership, teamwork, and ethics.

MBA 525 - Professional Development: This course is designed to give MBA students a tangible head start in acquiring and honing numerous core skills essential for success in the MBA program and the business world. The emphasis will be on the development of professional skills and perspectives, such as business writing, coaching and counseling, conflict resolution, effective business protocol, interviewing, intercultural awareness and sensitivity, negotiating agreement, and public speaking.

MBA 531 - Human Capital for Organizational Performance: This course is an advanced introduction to the major theories and issues in the study of human behavior in work organizations. This course will provide students with a strategic and analytical approach to complex behavioral problems within organizations. In addition, the design and implementation of management practices for aligning human resource practices and the strategic intent of the organization are also incorporated to give the student a more complex framework for managerial decision making. The course also integrates an overview of commercial law as it affects day-to-day business decisions. Topics include: perception, motivation, leadership, job satisfaction, group dynamics, stress, organizational climate, and communication processes, staffing, employee training and development, compensation and benefits, legal issues, union versus non-union issues, safety and health issues, and cross-cultural and expatriate issues.

MBA 540 - Managerial Economics: This course explores the concepts of economic optimization, the estimation of demand, and cost and pricing analysis. An introduction to economic forecasting and decision making under conditions of risk and uncertainty is also included.

MBA 560 - Financial and Managerial Accounting: This course focuses on the study of accounting concepts and standards applicable to presentation of financial information to interested users, structure, uses and limitations of financial statements, and measurement systems related to income determination and asset valuation. The course also considers the discussion of internal and external influences on accounting decisions.

MBA 565 - Marketing: This course considers the operational and strategic planning issues confronting managers in marketing. Topics include buyer behavior, market segmentation, product selection and development, pricing, distribution, promotion, market research, and international and multicultural marketing.

MBA 599 - Strategic Management: This capstone course integrates knowledge gained in previous graduate business courses. It centers on the theme that organizations achieve sustained success when their managers have astute, timely strategic game plans and they implement these plans with proficiency. Strategic management theory is used in the analysis of case studies of companies operating in the domestic and global marketplace. This course is to be taken in the student's last term, unless otherwise approved by the Director of the MBA Program.

Data Analytics Specialization Subjects (15 credits):

MBA 598 - Statistics: Descriptive and inferential statistical techniques are applied to practical business problems, while understanding the theoretical underpinning and real world application of these techniques. Techniques include: central tendency, variability, correlation, hypothesis testing, probability, discrete and continuous distributions, two sample analysis, sampling, ANOVA, and Linear Regression. SPSS or Excel will be used for analysis.

MBA 581 - Data Analytics: This course will examine core statistical and data analysis techniques that can be used for decision making. Upon completion of this course students will understand data retrieval, analysis, and mining; and decision modeling to effectively persuade in the project-oriented world of data-driven decisions.

MBA 582 - Advanced Data Analytics: This course will examine advanced data analytics that can be used for decision making. Upon completion of this course, students will understand data analysis and decision making modeling using methods such as time series analysis, predictive data mining, optimization models, and Monte Carlo simulation.

MBA 586 - Business Intelligence: This course provides an overview to the field of business intelligence, which has been defined as the extensive use of data, statistical and quantitative analysis, exploratory and predictive models and fact based management to drive decisions and actions. The development and use of data warehouses and data marts to support business analytics is discussed. The use of key performance indicators, dashboards and scorecards for performance management and opportunity assessment are addressed. Text and web mining are discussed, and the application of selected data mining techniques to business decision making situations is illustrated.

MKT 575 - Web Analytics: The course explains what web analytics is, and provides key instructions on how to design a comprehensive web analytics strategy. It focuses on how to apply analytical techniques correctly, how to assess the effectiveness of social media and multichannel campaigns, how to optimize success by leveraging experimentation, and how to employ the proper tools and tactics for listening to your customers.

Total Credit: 36 credits (or 12 subjects)

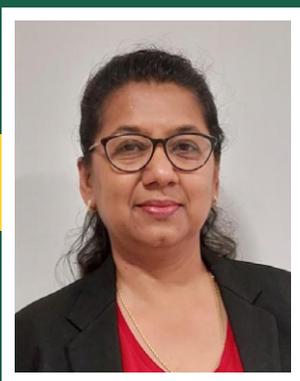
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Meet your faculty members

At Saint Leo, you'll learn from the best with our faculty who have real-world experience in the topics they teach and a passion for online education. Our Indian faculty ensure you can access a U.S. education without worrying about cultural barriers that may come with studying abroad. Each faculty member is hired according to the same standards as our on-campus faculty members, meaning you'll get the same level of education as you would at our Florida campus.

Faculty highlight

Meet one of our talented undergraduate faculty members:



Dr. Waheeda Sunny Thomas, PhD

Dr. Waheeda Sunny Thomas is an accomplished academic with more than 30 years of teaching and research experience. She is Head of Student Engagement and Deputy Program Director of BBA

Cardiff Metropolitan University at Universal Business School, Mumbai, and at Universal AI University, Mumbai, in addition to her work with Saint Leo. She is a recognized Ph.D. guide in the subject of Economics. Her research interests are foreign trade, the Sustainable Development Goals and the quality of higher education in India. She has published six reference books, two textbooks and more than thirty-five research papers. Dr. Waheeda's involvement extends to her work as a panel member on the NAAC and an advisor at the Empretec India Foundation, an entrepreneurship development wing of the United Nations Conference on Trade and Development.

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Dr. Richa Kela, PhD

Dr. Richa Kela has completed her Doctorate in Philosophy from the University of Delhi and was awarded a Junior Research Fellowship from the Indian Council of Philosophical Research, New Delhi.

Her topic of Doctoral research was "Euthanasia and the 'question of death: Examining with reference to Katha Upanishad". Dr. Richa has published 7 research papers in national and international journals and presented her work at different universities in India. Her area of interest lies in applied Indian ethics, Indian philosophy and philosophy of religion. She has been a philosophical counselor at Indira Gandhi National Open University and she has localized two courses on Philosophy of Religion for an international university. In addition to teaching at Saint Leo, she works as a faculty member for Shyama Prasad Mukherjee College, Delhi University, Delhi and also working under the research team of Gandhi Smriti and Darshan Bhawan from the Indian Ministry of Culture.



Dr. Sivaraman Eswaran, PhD

Dr. Sivaraman completed his Ph.D. at Bharathiar University, Coimbatore in 2019. He has qualified National Eligibility Test (NET) and Tamil Nadu State Eligibility Test (TN SET) for Assistant Professor, Computer

Science and Application, conducted by the University Grants Commission and the Government of Tamil Nadu respectively. In addition, he is a CompTIA Security+ certified professional and EC-Council Certified Computer Hacking Forensic Investigator in addition to a Microsoft Certified Professional and EMC Academic Associate. His research interests include cyber security, 5G networks, and cloud computing. In addition to teaching at Saint Leo, Dr. Sivaraman Eswaran is working as a Senior Lecturer of Computing (Cyber Security) with the department of Electrical and Computer Engineering, Curtin University, Sarawak, Malaysia and is the program leader for the Bachelor of Computing in Cyber Security. He received an internal research grant funded by PES University for a research project titled, "Similarity Mapping of Substantial Metadata for Sustainable Cyber Crime Investigation" in September 2020 in addition to several research projects funded by Curtin University Malaysia in collaboration with the University of Nottingham Malaysia and the Swinburne University of Technology Malaysia.

[Learn more about our faculty](#)

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University Accreditations



Degree Certificate

Saint Leo University

Saint Leo Florida



A Catholic University in the Benedictine tradition
in accordance with the recommendation of the President and Faculty,
the Board of Trustees of Saint Leo University has conferred upon

Leo Fritz
the degree of
Bachelor of Arts
Accounting
Cum Laude

with all the rights, honors, and privileges as well as the obligations
and responsibilities thereunto appertaining
this first day of June, *anno Domini*, two thousand twenty one.

Jane Doe
Chairman of the Board

John Doe
President

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Email : students@in.saintleo.edu

Contact : +91 989 9087019

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