



Southern  
New Hampshire  
University



Master data and turn your  
dream career into destiny.

## Bachelor of Science in Data Analytics

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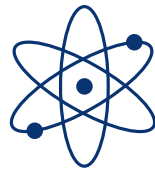
# About SNHU

Founded in 1932, Southern New Hampshire University (SNHU) is a distinguished U.S. nonprofit institution with a 25+ year online legacy of redefining higher education. Chosen by 3,000 on-campus and 170,000 online students, with an alumni network exceeding 100,000 worldwide, SNHU is one of the largest universities in the U.S.

SNHU is decorated with accolades, including the 2020 Most Innovative University in the North (U.S.) and Best Regional Universities by U.S. News & World Report and is accredited by NECHE, overseen by the U.S. Department of Education and Council for Higher Education Accreditation. SNHU strives to transform lives through quality education and our globally recognized accreditations are a testimony to the highest academic standards.



Awarded the 21st Century Distance Learning Award For Excellence in Online Technology  
By the United States Distance Learning Association (USDLA)



Named 2024's Most Innovative University in the North  
By the U.S. News & World Report



Accredited by the New England Commission for Higher Education (NECHE)  
Overseen by the U.S. Department of Education (USDOE)



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# Program Overview

As organizations across all industries now have access to massive amounts of data, professionals who can leverage this data to provide actionable insights are in great demand. With SNHU's online **Bachelor of Science in Data Analytics** you will be well-prepared to enter the field and become a valuable resource for a diverse range of organizations. With the influx of all of this new data, professionals need to be efficient in collecting, cleaning, visualizing and communicating data in addition to protecting it. This well-rounded degree will ensure you have what it takes to be a valuable resource to any employer that relies on data to meet their business goals.



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# Why Data Analytics?

With so many new sources of data, companies who do not have the ability to leverage their data are missing out on opportunities for growth and sustainability. That is why data analysts are seeing increasing job opportunities, pay and job security for the future. Working with big data gives you the chance to work in just about any industry that interests you with many options for remote and global work.

- Data scientists in India could expect an annual salary between ₹25-65 lakh with just 5-10 years of experience and can project higher salaries with more experience.\*
- The data analytics market is expected to grow at a compound annual growth rate of 25% from 2021-2030, creating about 11.5 million jobs globally by 2026.^

\*India Today. [Viewed online here.](#)

^ET HR World. [Viewed online here.](#)



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# Career Potential

An online Bachelor of Science in Data Analytics will equip you with the latest industry tools and knowledge to analyze data, respond to challenges, and communicate effective business solutions. You will gain unmatched industry-focused expertise to launch an exciting career in roles like

- Data analyst
- Business analyst
- Operations analyst
- Management analyst



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# What Will You Learn?

SNHU's data analytics program will give you the technical skills to help organizations leverage their data to innovate their processes and inform decision-making. Starting with a solid foundation in data analytics, students will also dig into data science, data management and security, project management, project management and business analytics. Not only will you learn how to wrangle and synthesize large sets of data, but you'll also gain the business acumen to consult stakeholders and communicate accurate information to a variety of audiences to inform business outcomes. Upon graduation you will be able to:

- Translate organizational needs and business problems into data analytics requirements to inform possible solutions and communicate them to technical and non-technical audiences.
- Apply appropriate data analytics solutions, standards and policies to meet the security, quality, storage and privacy needs of organizations.
- Collaborate in multi-functional teams on short and long term projects, providing the data analysis that helps inform decisions.
- Gather, clean, interpret and visualize data using industry tools and techniques most appropriate to the situation.
- Use quantitative and qualitative data analytics methods in responding to a variety of situations that arise in the business environment.



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# Why Choose SNHU Online?



## Embrace a rich academic legacy

Established in 1932, SNHU brings a rich legacy of educational excellence and leadership. As a pioneer in online education, SNHU has been offering industry-relevant top-tier online degrees since 1995.



## Global employability & opportunities

With a 160,000+ strong global community of learners and a vast network of 232,000+ alumni across 46+ countries, our global footprint showcases our international recognition and employability. SNHU propels you to global success, preparing you for evolving workplaces.



## Opportunity to attend graduation ceremony on-campus

Online students at SNHU have the unique opportunity to take part in the full graduation experience. You are welcome to join the celebration on campus and build lifelong memories in person, because your success deserves the spotlight.



## Robust suite of online learning tools

Online learners at SNHU gain exclusive access to specialized online toolkits, depending on the area of study. These include Microsoft Suite and a LinkedIn Learning subscription. Elevate your education.



## Career Catalyst Advantage

In partnership with Hiration, SNHU offers a whole suite of AI-powered career-enabling tools that help you sharpen skills through mock interviews, receive real-time feedback, create a compelling LinkedIn profile, master the art of cover letters and tailor resumes with Job Matcher for each opportunity – all with AI-powered excellence.



## Affordable pricing & merit scholarships

SNHU is committed to making learning economical and accessible. Our pricing, flexible payments, 0% financing and merit scholarships ensure a U.S.-accredited degree is financially reachable for everyone.



## Campus Immersion Program

Embark on SNHU's Campus Immersion program, a dynamic 2-week Experience English Summer Camp, where you'll delve into New England's rich culture, engage with local entrepreneurs, attend campus event with SNHU students, and enhance your English skills through hands-on educational excursions and career workshops, creating lasting memories beyond the classroom.

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# Alumni Benefits

Upon completing their studies, all SNHU graduates, whether from online programs or on-campus courses, gain access to a diverse array of exclusive alumni benefits. By joining our online alumni community, you unlock:

## Global Alumni Network and Social Platform

Stay connected with former SNHU classmates across the globe through our comprehensive alumni directory and social media platform, fostering valuable connections and opportunities for collaboration.

## SNHU LinkedIn Community Group Handshake

Join our exclusive LinkedIn community group designed for SNHU alumni, where you can explore job postings, advertise vacancies within your company, and tap into the diverse talent pool of SNHU graduates.

## Career Development Resources

Engage in a range of career development resources, including webinars, internship fairs, and personalized counseling sessions, tailored to support your professional growth and advancement.

## Professional Support Services

Benefit from tailored professional support services such as mock interviews and resume reviews, providing invaluable feedback and guidance to help you succeed in your career endeavors.

## Events Calendar: Networking and Engagement

Stay informed about upcoming events such as Homecoming celebrations, Global Days of Service initiatives, and virtual career events, offering opportunities for networking, learning, and community engagement.

## Access to SNHU Library Resources

Gain unrestricted access to a wealth of academic and research resources offered by SNHU's library, empowering you with the knowledge and information needed to excel in your personal and professional pursuits.



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# Career Catalyst AI Tools: Empowering Your Career Ascent

We have partnered with Hiration, a pioneer in AI-driven innovation, to offer you a whole suite of AI-powered tools that enable you to showcase your best self and take your career to unprecedented heights.

## Get a competitive edge with Career Catalyst:

- **Excel in mock interviews:** Refine your interview skills with real-time feedback.
- **Tailor your resume:** Customize your resume to each job listing with the Job Matcher feature.
- **Optimize LinkedIn:** Craft an alluring profile showcasing skills and experience that recruiters can't resist.
- **Perfect your cover letter:** Receive precise, actionable feedback to create a lasting impression.

Transform your growth trajectory with AI-powered tools. We're here to guide you every step of the way.



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# Format

## Online Degree Program

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

# Eligibility

## Online Degree Program

To be eligible for admission in one of SNHU's online undergraduate programs, you must meet the following criteria:

- Must not be a resident of the U.S.
- Must be proficient in English
- Must be a Higher Secondary School graduate (12th grade) with U.S. equivalent GPA of 2.0 (C) or higher (passing or above on your 12th grade final HSC, ICSE, CBSE, AISSC or other standardized exams)

Note: If final 12th-grade exam scores are not available students may submit their mid-term or prelims 12th-grade scores and/or their 11th-grade final scores.



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# Curriculum

Our General Education program provides students with a learning framework that addresses core competencies (such as information literacy, critical thinking, global knowledge and awareness, etc.) which are identified as critical factors toward a student's ability to succeed in their academic and professional goals. The ultimate purpose of the General Education program is to provide students with an intentional undergraduate experience that contributes to the development of higher-order skills that employers find necessary for students to succeed, regardless of their chosen career field.

If you would like more information about any of the subjects, please click on the subject code to bring you to the academic catalog.

## General Education Subjects (42 Total Credits)

**SNHU107** - Success Strategies for Online Learning

**IDS100** - Perspectives in Liberal Arts

**ENG122** - English Composition I

**ENG123** - English Composition II

**MAT136** - Introduction to Quantitative Analysis

**HUM100** - Perspectives in Humanities

**HUM200** - Applied Humanities

**SCS100** - Perspectives in the Social Sciences

**SCS200** - Applied Social Sciences

**MAT140** - Precalculus

**MAT243** - Applied Statistics for Science, Technology, Engineering and Mathematics

**HIS100** - Perspectives in History

**HIS200** - Applied History

**ISD400** - Diversity

## Core Subjects (12 Total Credits)

**DAD220 - Introduction to Structured Database Environments:** Students will learn to create structured database environments that incorporate basic processing functionality and allow for data management, data manipulation and data analysis. Students will also construct and analyze queries to address data requirements.

**IT140 - Introduction to Scripting:** Students will learn the fundamentals of programming concepts including data types, variables, decision statements, loops, functions and file handling. By developing simple scripts, students will understand how to use common scripting language constructs including lists, literals and regular expressions to build useful applications.

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**MAT225 - Calculus I: Single-Variable Calculus:** Calculus is the mathematical study of change that has widespread applications in science, engineering, economics and business. This course provides a rigorous introduction to single-variable calculus. Topics include limits, continuity, differentiation and integration of algebraic, trigonometric, exponential, and logarithmic functions, applications of derivatives and integration, including the Fundamental Theorem of Calculus.

**MAT303 - Applied Statistics II for Science, Technology, Engineering, and Mathematics (STEM):** In this course, students will build upon the knowledge and skill gained in Applied Statistics for STEM. Students will learn to build statistical models and implement regression models with a scripting language for various authentic STEM applications. In addition, students will learn to apply quantitative and qualitative models for making estimations and predictions. Students will also gain experience conducting regression diagnostics to validate models utilized for statistical analysis.

### Major Subjects (30 Total Credits)

**DAT205** - Role of Data Analysis in Organizations

**DAT223** - Gathering Requirements and Collecting Data

**DAT250** - Data Policy and Decision Making

**DAT260** - Emerging Technologies and Big Data

**DAT300** - Data Validation: Getting the Right Data

**DAT325** - Data Validation: Quality and Cleaning

**DAT375** - Data Analysis Techniques

**DAT430** - Leveraging Data Analysis for Organizational Results

**DAT475** - Applied Data Analysis

**IT226** - Communication in STEM Professions

### Major Electives (12 Total Credits)

**BUS206** - Business Law I

**COM213** - Public Speaking and Presentation Skills

**COM227** - Public Relations

**QS0340** - Project Management

### Free Electives (24 Total Credits)

### Total Credits - 120 credits (or 40 Subjects)

*Disclaimer: Subject availability is not guaranteed. Not all subjects are available for all terms and in the event there is an error, the university reserves the right to remediate. Subjects are not necessarily able to be taken in the order listed.*

# Meet Our Faculty Members

SNHU is dedicated to student success, and that starts with bringing expert faculty to teach our specialized subjects for students studying online from India. In addition to real-world experience in their field and a passion for education, each faculty member undergoes training for online instruction from SNHU.

Our faculty members for online degrees in India are Indian, meaning they can help bridge the cultural gap and give you the unique perspective of an Indian professional working domestically and globally. SNHU hires our Indian faculty members at the same standard as our on campus faculty, so you'll get the unique opportunity to learn from local experts hired at U.S. university standards.

## Faculty Highlight



### **Dr. Meera Iyer, PhD**

**12+ years of experience**

**Teaches Physiological Psychology**

Dr. Iyer is a child and adolescent psychologist with a PhD in psychology, specializing in cyberpsychology.

She is a member of prominent international and national psychological associations (APA, INSPA, NAOP and BCPA) and has made contributions to government-based initiatives (NCPCR, Mission Shakti-Gov. of India) for counseling trauma and domestic abuse victims.



### **Dr. Nilakantan Narasinganallur, PhD**

**32+ years of experience in finance, 15+ years of teaching MBA programs**

**Teaches Applied Business Statistics**

Dr. Narasinganallur has earned his Ph.D. in Management from Mumbai University, where his research focused on financial derivatives and the comparison of option valuation for indexes and equities in the Indian stock market to valuations in the US stock market.

He is a published author of a book on modern risk analysis and various peer-reviewed research papers in international journals.

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## **Dr. Sivaraman Eswaran, PhD**

**Completed his PhD at Bharathiar University, Coimbatore in 2019  
Teaches Security Risk Analysis and Planning**

Dr. Sivaraman 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.

He received an internal research grant funded by PES University for a research project, 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.



## **Dr. Veena Tripathi, PhD**

Dr. Tripathi's experience spans various industries (automobile, banking, entertainment, NGOs and educational institutions) and regions including Europe, North America, India and Central Asia. Professor Veena is a certified coach from HarvardX and University of Michigan and her major focus is to bring purpose, positive energy and creative confidence to every teaching experience. Currently, she is the Director of Global Strategic Partnership of an NGO, a marketing professor at Jaipuria Institute of Management, Delhi in addition to being faculty member at SNHU. She brings to the table a varied set of skills and experience ranging from mental health to personal branding to marketing communications. She is also a columnist for the Indian Sleep Product Federation magazines, Loud Applause, Data quest and more.

# Accreditations



# Degree Certificate

*Southern New Hampshire University*

Be it known that the Board of Trustees, by the authority vested in it under the laws of the State of New Hampshire and upon recommendation of the faculty does hereby confer upon

Your Name Here

the degree of

Bachelor of Science  
in Name of Program Here

in recognition of fulfillment of the requirements for that degree with all the Rights, Honors and Privileges pertaining thereto.

Given at Manchester, New Hampshire this sample day of May, for reference purposes only.

**Actual diploma will have the official SNHU seal and signatures from the president and chairman of the board of trustees**

\* SNHU degree programs are validated by the U.S. Regional Accrediting body (NECHE) and recognized in the U.S. by the U.S. Department of Education. These degree programs do not have official recognition by Ministries of Education outside the United States.

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**Southern  
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Connect on Whatsapp 

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