SNATIKA™

Boosting Careers of Professionals

WES Recognised

MBA
DATA SCIENCE

Awarded by UCAM, Spain

Duration 12 Months

UCAM
UNIVERSIDAD
CATÓLICA DE MURCIA

www.snatika.com

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Message from
The Education Director's Desk

Dear Learner,

"On behalf of the entire team at SNATIKA, I extend a very warm welcome to you."

I also congratulate you on taking this first step of showing interest towards pursuing higher education. I believe that education is a great responsibility and privilege. This brochure will give you a glimpse of what we offer at SNATIKA. On our website also, you will read about the academic programs, and get to know about our academic support, assessment and ISO certified delivery process. We have programs for various levels of aspiration. Our Professional programs cater towards learners who need a short boost to enhance their careers. Whereas, our Bachelors and Masters programs are aimed at supporting long-term career enhancement plans. Our Doctorate programs are for senior professionals who are already in a leadership role and aspire for the highest academic qualification.

We strive towards helping you become well educated, confident and resilient professional who is ready to become future leader and steer your organisation towards success. We are also committed to advancing academic excellence and the impact of education/ qualification through a dedicated focus to inspire our learners to be socially aware, critical thinkers, and global citizens who create and bring about positive change in the world.

The concept of education has changed from disseminating just textual knowledge to imparting career driven knowledge. Education is the most important driver of social change and economic growth. We believe in the lifelong learning concept and hence, we are glad that you are planning to enhance your qualification even at this advanced stage of your career.

As we venture ahead and spread our wings in this spectacular valley of value-based education our endeavour is to strike a balance between state-of-the-art- facilities and a robust curriculum that opens the door to global platforms for our learners. Being an educational provider, we also recognise the need to assess and refine our academic programs regularly to help our learners stay relevant on the local, national and international employment market. We endeavour to give all of our learners the best possible support and preparation for their chosen careers, so they can be confident in their skills and knowledge to make way for a successful and happy future.

I wish all the very best for your career and your life.

Regards

Premjit Biswas
Director of Education

SNATIKA

Back in 2020, we saw many hard-working senior professionals stuck in the same position without any prospect for growth. The simple but overlooked reason for this glass ceiling was the lack of reputed academic qualifications on their CV. This lack haunted their career prospects during the pandemic and the subsequent economic disruption. It might be even more so in the future. The situation was unfair because, due to their commitments and age, senior professionals were deprived of opportunities to pursue any reputed qualifications without hurting their career prospects, financial stability, or family commitments. The idea of enrolling for a Diploma/Certificate, moving away from their hometown, and quitting their jobs was impractical and scary.

Being in the education industry for years, we wanted to help them out of this rough spot. Above all, we wanted to create an online platform where they could pursue their Degree, Diplomas or Certificates without quitting their jobs, moving away from their families, or getting into debt without a source of income. This is how SNATIKA was created in Mumbai, India. Our founders and the team had decades of experience in the education industry, which gave us a head start. We knew our adult learners needed nothing less than a reputed and globally recognised degree/diploma/ certificate to make it to the top. We partnered with reputed international education institutions to provide our learners with academic qualifications. SNATIKA has also been ISO certified for its Admission Process and Academic Delivery Process. We continue to provide one of the largest bouquets of programs exclusively for senior professionals across different domains.

Our mission is to serve senior working professionals with a fair opportunity to pursue career-enhancing professional programs on our state-of-the-art Learning Management System.

Count on Our Qualifications

Learners are guided by SNATIKA at each level to choose the right program, and the final decision to provide admission rests with SNATIKA. SNATIKA's admission process ensures that only those learners who are apt for the program get admitted to our programs. Learners are provided with the right resource material, academic support, and timely assistance for them to successfully complete their program. We are able to provide this across genders, races, time zones, and geographies because of a strong academic delivery process, which is aptly supported by our PhD/ Doctorate facilitators. SNATIKA's academic delivery process ensures this is done flawlessly.

SNATIKA is certified for ISO 9001:2015 for "Admission Process & Academic Delivery Process."

Universidad Católica San Antonio de Murcia (UCAM) is a fully accredited European University founded in the year 1996. The university is strategically located in Murcia, Spain, with a Campus of more than 16,000 students and around 1,000 professors. The World University Ranking especially highlights the internationalisation capacity of UCAM. The university has a diverse academic offer, constantly adapting and consistent with the real needs of society. MBA degree is awarded by UCAM under the provision of university private degrees – Título Propio.

SNATIKA learners are awarded MBA degrees from UCAM.

OTHM, UK, is an awarding body which is approved and regulated by Ofqual – Office of the Qualification and Examinations Regulations, UK (a UK government department). Ofqual is responsible for maintaining standards and confidence in international qualifications. Ofqual also regulates the National Curriculum Assessments in England. OTHM aims to support professions and industry by providing excellent qualifications that contribute for a highly qualified and experienced workforce.

SNATIKA is an accredited/ approved training partner of OTHM.

London Graduate School, UK offers excellent university programmes designed for students to gain knowledge and skills for a fast-changing and complex world. LGS promotes learning and sharing of knowledge by offering a blend of teaching and learning methods that combine personal and professional development with world-class academic knowledge. We have partnered with LGS to provide UK university degrees.

SNATIKA learners are awarded MA, MSc, or MBA degrees from a UK University through LGS.

Buckingham University is the oldest of Britain's independent universities and the only one in the UK with a Royal Charter. The university is ranked in the Top 10 by The Complete University Guide 2023 for Student Satisfaction and by The Times and The Sunday Times Good University Guide 2022 for Teaching Quality. It has also been awarded the QAA Quality Mark for meeting or exceeding UK expectations for quality and standards.

This partnership with the university is through LGS.

QUALIFI, UK is recognised as an Awarding Organisation (AO) by Ofqual-Office of the Qualification and Examinations Regulations in the UK. QUALIFI must assure the regulators to continue the General Conditions of Recognition in England and that of the approved centres must meet the same exacting standards. And these qualifications combine UK standards with relevant international content, so learners can achieve their full potential in today's global economy.

SNATIKA is an accredited/ approved training partner of QUALIFI.

IDM has over four decades of experience in the higher education sector. Having closely worked with the industry and brought global education to local students, IDM has pioneered the way forward in getting international recognition for talented students. The organisation aims at exceeding the Quality & Standard expectation and has been awarded the ISO 9001:2015 certification.

SNATIKA learners are awarded a BSc (Hons), BA (Hons), MA, MSc, or MBA degree from the University of Gloucestershire through IDM.

The University of Gloucestershire, a UK state university, is the degree awarding institution. It is located in the edge of the stunning Cotswolds and has three campuses which are based in Cheltenham and Gloucester. The University is a diverse, vibrant community of 12,000 students and 1,500 staff. The University has scored 90/100 and are placed in the top tier of the new SOS-UK net zero ranking. Ranked 6th globally in the Postgraduate Research Experience Survey, 2019.

This partnership with the university is through IDM.

UCAM

UCAM - Universidad Católica San Antonio de Murcia is a private university founded in 1996 with a clear mission: to provide students with the knowledge and skills to serve society, to contribute to the further expansion of human knowledge through research and development. It is characterized by offering students an integral education based on the combination of in-depth theoretical and practical knowledge in addition to a value-based education rooted in the principles of Christian humanism.

Today, UCAM has over 16,000 students and around 1,000 professors. Ten per cent of the UCAM students come from 97 countries which makes it a multi-cultural and knowledge generating centre with the greatest number of programmes being taught in English. The World University Ranking especially highlights the internationalisation capacity of UCAM.

UCAM has around 200 renowned international strategic partners including UC Berkeley, Stanford, NTU, NUS or Università degli Studi di Bologna. UCAM's teaching method is based on personalized attention with a reduced number of students per class and a personal tutor assigned to each student. UCAM also offers a modern system of distance teaching. UCAM is strongly linked to the business world through study plans responsive to . market exigencies, obligatory internships in public and private institutions and enterprises as part of every degree.

The Ukrainian study, work and travel abroad agency 'Study.UA' published their 2015 calendar titled "The Most Beautiful Universities in the World" where they ranked the Jeronimos Campus of UCAM on this select list, alongside sities such as University of Toronto (Canada), University of California, Berkeley (USA) and University of Oxford (UK) which are also globally renown for the beauty of their campus and old buildings.

Alongside this recognition, UCAM was also featured as one of the most beautiful universities in the world by the Russian study and travel magazine "Education and Career", which highlights the stunning internal design of the Temple of the Jeronimos Monastery which hosts all the official acts and ceremonies of the university, as well as the aesthetic value of the 17th century historical artistic monument that is the Monastery itself, recognized as one of Spain's many national treasures.

UCAM Academic Rankings

The university follows an internal process of continuous renovation and accreditation to preserve the highest quality standards in our educative system.

4 stars in QS Stars Rating System according to Quacquarelli Symonds (QS)

UCAM has been awarded an overall score of 4 stars in the QS Stars Rating and obtains the highest rating (5 stars) in the categories of teaching, internationalisation, social responsibility and inclusiveness.

Position 151-200 in THE Europe Teaching Rankings 2019 according to Times Higher Education (THE)

This ranking assesses the teaching and learning environment for students. In its latest edition, in 2019, UCAM was ranked tenth in one of the four main areas of study, in which satisfaction with the services provided, the quality of teaching and the student's general assessment of the institution are evaluated. Over 125,000 interviews were conducted with students from 18 European countries in order to determine this rating.

THE WUR 2023 ranks UCAM in 1001-1200th position according to Times Higher Education (THE)

The World University Ranking 2023 evaluates 5 key pillars: teaching, research, citations, industry income and international outlook. The good results UCAM has achieved keep its positioning with solid prospects for improvement.

UCAM is positioned as the fourth private university in Spain according to the Best Global Universities ranking according to US News

This ranking classifies academic institutions around the world on the basis of thirteen indicators, which measure their research performance, and global and regional reputation.

SNATIKA Masters Program in Business Administration - Data Science - UCAM

Brief about the program

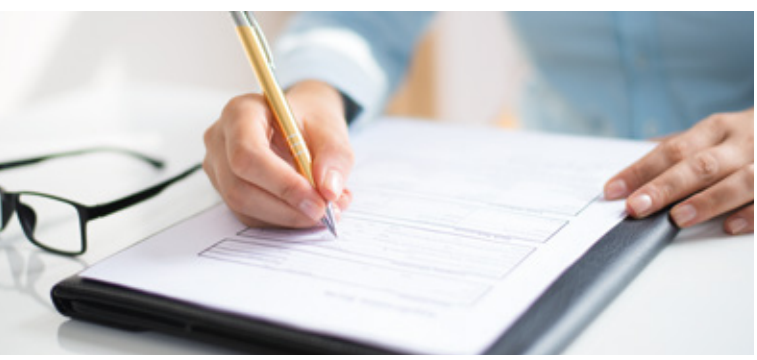
This program is developed to enable learners to formulate research hypotheses, organize analyze and visualize data to uncover hidden solutions that can challenge traditional business assumptions and support organizations and their managers in key decision making through the application of a wide range of techniques and models used in data science. The learner will develop an in-depth understanding of data science methods in predictive modeling, data mining, machine learning, artificial intelligence, data visualization, and big data. The program helps the learner gains a broad skill set that can be applied to a vast number of tech-related careers, such as data engineering, data architecture, or computer programming.

Eligibility

Since our Masters programs are highly specialised for advanced learners, we believe you can only take full advantage of this education if you have relevant work experience. Therefore, the eligibility criteria for SNATIKA's Masters programs are:

- Minimum 2 Years of Managerial work experience for Graduates
- Minimum 5 Years of Managerial work experience for Non-Graduates*

* Only a very small percentage of applicants are approved on the basis of Recognition of Prior Learning (RPL).



Who is it meant for?

SNATIKA is a dedicated platform for senior professionals who have work experience.

Masters Program in Business Administration - Data Science is ideal for:

- Data Scientists
- Software Engineers
- Analytics Managers
- Data Engineers
- Director of Data Science
- Computer Systems Analysts
- Quantitative Developers
- Machine Learning Developers

Units Covered

Stage-01

- Strategic Management
- Strategic Leadership
- Strategic Human Resource Management
- Strategic Financial Management
- Fundamental & Advance Predictive Modelling
- Unsupervised Multivariate Methods
- Machine Learning

Stage-02

- Dissertation

Overview

This program is divided into 2 stages over a period of 12 months. The learner gets an advantage of studying anytime and anywhere,while working and earns an International Academic Qualification. The learner also has an opportunity to embark on further study towards a relevant Doctorate/ PhD program.

MBA degree is awarded by UCAM under the provisions of university private degrees – Título Propio.

Program Overview
Unit Specifications

STAGE 01

Unit 1: Strategic Management

Unit Aims

This unit aims to develop learners' understanding of strategic and change management models, as well as the ability to review strategic plans, prop strategic options, create implementation plans, and lead organizational changes.

Learning Outcomes

- Be able to analyze key external influences on an organization's strategy
- Be able to appraise strategic options for an organization.
- Be able to evaluate various tools and approaches to a strategy implementation plan.
- Be able to develop and implement a strategic organizational change management plan.
- Be able to monitor and control the implementation of strategic plans

Unit 2: Strategic Leadership

Unit Aims

This unit provides an in-depth understanding of the key principles and practice of leadership This will enhance the individuals' knowledge, skills, and attributes to effectively engage in the role and responsibilities required of an effective team player and leader of a team; being proactive in innovation and improvement to inform strategy and business planning within the organization.

Learning Outcomes

- Understand the principles, concepts, differences, and approaches to contemporary leadership.
- Understand how leadership influences individuals, teams, and the organization.
- Understand the impact of leadership on organizational performance.
- Understand ethical decision-making and organizational values.

Unit 3: Strategic Human Resource Management

Unit Aims

This unit aims to understanding of how the effective strategic management of human resources supports the achievement of organizational objectives in different contexts. Learners will evaluate the contribution of strategic human resource management and the application of leadership and management theory for organizational benefit.

Learning Outcomes

- Understand the role of management of human resources.
- Be able to create a human resource plan for an organization.
- Understand the role of legal and ethical issues in developing human resources policy.
- Be able to plan and develop human resource strategies.
- Understand HRM approaches within organizations and their relationships with organizational performance.

Unit 4: Strategic Financial Management

Unit Aims

This unit aims to enable learners to apply financial principles relevant to management in an organizational context, including analytical techniques and theories/ models of management accounting, evaluation of budgetary processes, recommending funding sources, and appraising investment options.

Learning Outcomes

- Be able to apply the tools and techniques of cost accounting.
- Be able to critically analyze the financial performance of businesses.
- Be able to evaluate the budgetary processes of organizations.
- Be able to recommend effective long-term and short-term sources of funding.
- Be able to critically appraise investment options.

Unit 5: Fundamental & Advance Predictive Modelling

Unit Aims

This unit provides a strong foundation for predictive modeling. Its objective is to define the entire modeling process with the help of real-life case studies. Many concepts in predictive modeling methods are common and therefore, these concepts will be discussed in detail in this unit. A good understanding of predictive modeling leads to a smart data scientist as many business problems are related to successfully predicting future outcomes. Binary-dependent variables are encountered in many domains such as risk management, marketing, and clinical research and this unit covers detailed model-building processes for binary-dependent variables. In addition, multinomial models and ordinal scaled variables will also be discussed.

Learning Outcomes

- Carry out global and individual testing of parameters used in defining predictive models.
- Validate assumptions in multiple linear regression.
- Validate models via data partitioning, out-of-sample testing, and cross-validation.
- Develop models using binary logistic regression and assess their performance.
- Develop applications of multinomial logistic regression and ordinal logistic regression.
- Develop generalized linear models and carry out survival analysis and Cox regression.

Unit 6: Unsupervised Multivariate Methods

Unit Aims

Data reduction is a key process in business analytics projects. In this unit, learners will learn data reduction methods such as PCA, factor analysis, and MDS. They will also learn to form segments using cluster analysis methods. Forming segments and then analyzing is a key technique for large groups of data and their intrinsic information comes out in detail once segmented thoughtfully.

Learning Outcomes

- Define Principal Component Analysis (PCA) and its derivations and assess their application.
- Understand hierarchical and non-hierarchical cluster analysis and assess their outputs.
- Evaluate the concept of panel data regression and implement panel data methods.

Unit 7: Machine Learning

Unit Aims

Machine learning algorithms are new-generation algorithms used in conjunction with classical predictive modeling methods. In this unit, learners will understand the applications of various machine-learning algorithms for classification problems.

Learning Outcomes

- Appraise classification methods including Naïve Bayes and the support vector machine algorithm.
- Apply decision tree and random forest algorithms to classification and regression problems.
- Analyze Market Baskets and apply neural networks to classification problems.

STAGE 02

Learners on successful completion of Stage 1, would move to next stage of the MBA program. The last stage consists of 1 unit which can be completed in 20-24 weeks.
Learners will be awarded MBA degree from UCAM, Spain..

Unit : Dissertation

- This unit is designed to make a major contribution to learners' professional and intellectual development, by enabling them to demonstrate their capacity for sustained independent thought, learning and critical reflection
- Dissertation should be of 12,000 words

What will you earn?

Disclaimer: The above images are for reference purposes only.

ADMISSION PROCESS

SNATIKA Masters' Program follows a first-come, first-served process of admission and applications are evaluated as soon as they are received. The earlier you apply, the better your chances are for securing your admission to our Masters' program given that all the documents and requirements are satisfied.
The step-by-step admission process is outlined below.

STEP 01

VISIT WWW.SNATIKA.COM

Choose the program relevant to your work experience and click on the **Enroll Now** icon.

STEP 02

CREATE YOUR PROFILE

Create your profile by filling up the Registration form and verifying your email.

STEP 03

SUBMIT ADMISSION APPLICATION FORM

Fill up the Admission Application form and upload requested documents (These would be your educational qualification and work experience related testimonials).

STEP 04

APPLICATION CONFIRMATION

You will receive an application confirmation email from us within five days else you will be requested to share some more documents or information.

STEP 05

INTERVIEW

Post application confirmation you will need to undergo an interview with a senior member of the SNATIKA academics team to assess your suitability for the program.

STEP 06

ADMISSION OFFER LETTER

If you clear the interview then you'll receive your Admission Offer Letter within 2 days.

STEP 07

PAYMENT OF FEE

You will need to pay the fee within 5 days of receiving the admission offer email Please visit our website (www.snatka.com) to check the updated fees for the respective programs. This will allow us to confirm your admission for the current intake.

STEP 08

ADMISSION CONFIRMATION

On receipt of the Program Fee, you would receive your Admission Confirmation for your program.

STEP 09

LOG IN TO SNATIKA LMS

Your access to the SNATIKA LMS would be enabled on the batch start date.

INFORMATION

State of the Art LMS

The program delivery happens through the robust and user friendly SNATIKA LMS (Learning Management System). It is accessible 24x7 from anywhere in the world.

The SNATIKA Pedagogy

Our Masters programs have been designed by SNATIKA's Subject Matter Experts who have decades of experience in the education industry. The pedagogy is smartly designed to fit the program content into the busy schedules of professionals. You will need just 2 - 3 hours of daily input to succeed in the program.

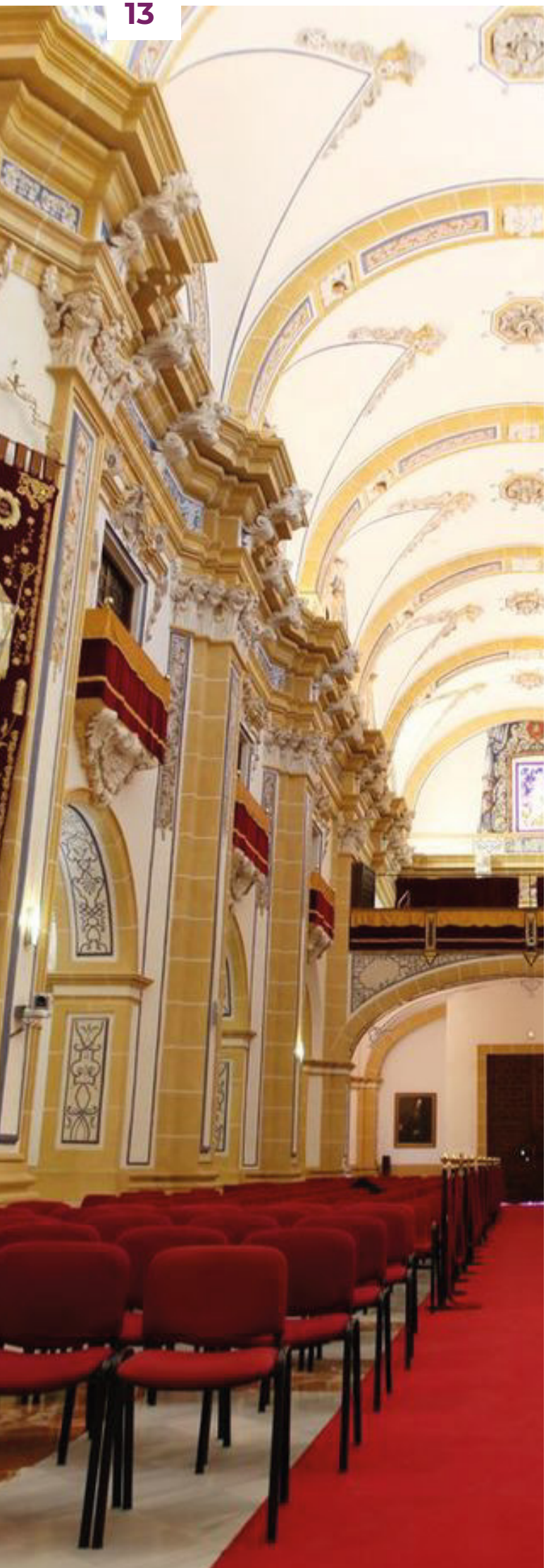
The immersive nature of the syllabus, coupled ideally with the learner's experience, makes the program easier to comprehend and complete in the shortest duration. The assignment based assessment makes the learner grasp the concepts from the roots and enhances the research, critical thinking, and writing skills thereby.

PhD Level Guides

SNATIKA learners will be supported by our PhD level Guides upon the batch start date. SNATIKA's PhD level Subject Matter Experts will help you with all the challenges you face academically throughout the program.

Session Dates

Aspiring candidates may join in any one of our yearly sessions. You can check our website for current information on the closing date of admissions and the batch start date (www.snatika.com).



Selection Process

Selection is based on the details provided during the application process. Admission is granted on a first-come-first-served basis.

Program Format- Online

The entire duration of the master's program is delivered through our state-of-the-art LMS (Learning Management Systems).

You entire learning journey will be managed and recorded by our LMS. You can access your program content, take quizzes, upload assignments and raise tickets for queries.

Duration of the Program

The duration of the program is 12 months. The initial six months are for Stage 1 and the last six months are for Stage 2 (university top-up).

This duration only changes in case you fail to meet the requirements of the assignment and the deadline passes.

Program Fees

Please visit our website to check the updated fees for the respective programs (www.snatika.com).

All learners are required to deposit the fee in full within 5 days of receiving the admission offer letter email.

To ease the financial burden on your shoulders, we offer an Instalment option for depositing the program fee.

SNATIKA

also provides the following MBA specialisation tracks from UCAM

- MBA
- MBA in Finance
- MBA in Marketing
- MBA in Data Science
- MBA in Cyber Security
- MBA in International Law
- MBA in Risk Management
- MBA in Project Management
- MBA in Public Administration
- MBA in Coaching & Mentoring
- MBA in Education Management
- MBA in Human Resource Management
- MBA in Health & Social Care Management
- MBA in Tourism & Hospitality Management
- MBA in Logistics & Supply Chain Management

SNATIKA™

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