

## OFFICIAL UNDERGRADUATE DEGREES


 240 ECTS

 September

 4 years

 100 % English

 Campus Barcelona

 Study tours included\*

\*Subject to academic performance.

Watch the video!

## DEGREE IN BUSINESS INTELLIGENCE & DATA ANALYTICS

### WHAT MAKES THIS DEGREE UNIQUE

- 1 **The combination of knowledge** in business management and data analysis.
- 2 **The focus in developing analytical skills**, as well as communicative and ethical skills.
- 3 You will master the use of **tools for data collection, analysis and display** such as Excel, SPSS, R, Google Analytics and languages such as Python or SQL.
- 4 **The international experience on campus and the study tours** in two of the top technological centres in the world.
- 5 **The possibility to go in depth and specialize in this area** with La Salle's official Master in Data Science, Master in Big Data or the Specialization Course in Big Data Analytics.

Lead the business transformation by using and analysing data.

### LEAD THE DATA TRANSFORMATION.

The Degree in Business Intelligence & Data Analytics prepares you for your professional future with a **training in business management but with a more technological view, with the aim to master data processing** applied to marketing, logistics, business expansion and product design.

With the Degree in Business Intelligence & Data Analytics you will **develop critical and analytical thinking skills through a practical methodology** based on real challenges and with tools that are currently used in companies.

### CAREER OPORTUNITIES

- Data Analyst
- Business Analyst
- E-commerce Analyst
- Digital Project Manager
- Product Manager
- Content Manager
- CRM Analyst
- Digital Information Technology Consultant

# SYLLABUS

## 1ST COURSE

### Annual subjects ECTS

Thought and Creativity I	2
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### First Semester

Principles of Programming	5
Marketing	6
Communication, Leadership and Team Management	6
Principles of Business Management	6
Data Analysis Tools	5
Mathematics	6

### Second Semester

Databases	6
Digital Economy	
Principles	6
Introduction to Accounting	6
Statistics	6

## 2ND COURSE

### Annual subjects ECTS

Thought and Creativity II	2
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### First Semester

Financial Management	6
Digital Marketing Strategies	5
Online Consumer Behaviour	5
Algorithms and Data Structure	6
Forecasting	6

### Second Semester

Advanced Data Processing and Analysis	6
Entrepreneurship in Technology-based Ventures	6
Data Visualization	3
Methods of Decision Analysis	4
Creativity and Innovation Management	5
Data Mining	6

## 3RD COURSE

### First Semester ECTS

Thought and Creativity III	3
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### First Semester

Principles of Technological Project Management	4.5
Big Data Analysis	6
Market Research Tools	
Management Information Systems	6
Digital Analytics	4
Technoethics and Data Privacy	5
	6

### Second Semester

R&D&I Management	5
Business Intelligence	6
Data-Driven Strategic Management	6
E-business	4.5
Supply Chain Management	4

## 4TH COURSE

### First Semester ECTS

Applied Research	5
Marketing Simulations	4
CRM Systems	6
Elective 1	5
Elective 2	5
Elective 3	5

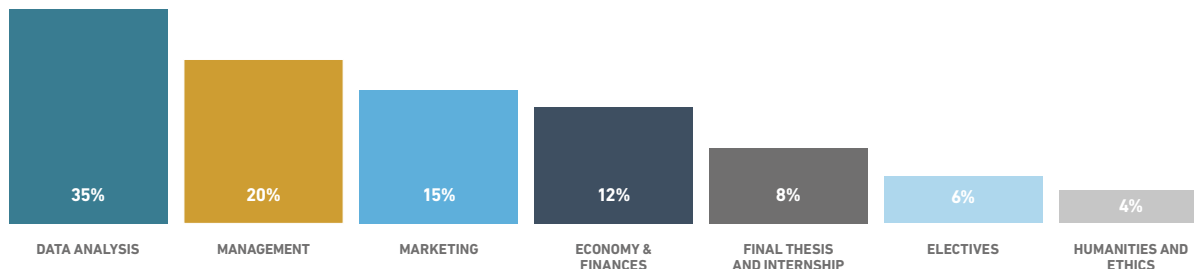
### Second Semester

Non-Structured Data Analysis	3
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### Annual Subjects

Final Thesis	15
Internship	12

## AREAS OF KNOWLEDGE



## METHODOLOGY

The system is based on a **dynamic methodology** in which **Data Science, Analytics, Business Intelligence and Big Data** techniques are used. Real challenges are worked on in three fundamental stages:



### UNDERSTAND

**Dig deeper** into the business and **identify** problems.



### ANALYSE

**Processing and analysing the data** (insights, trends, consumer behaviour).



### TRANSFORM

**Transform** data into **business opportunities**.



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