

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 SPSS, Google Analytics, Power BI, Tableau, and languages such as R, 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 OPPORTUNITIES

- 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
--------------------------	---

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	6
Principles	6
Introduction to Accounting	6
Statistics	6

2ND COURSE

Annual subjects ECTS

Thought and Creativity II	2
---------------------------	---

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
----------------------------	---

First Semester

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

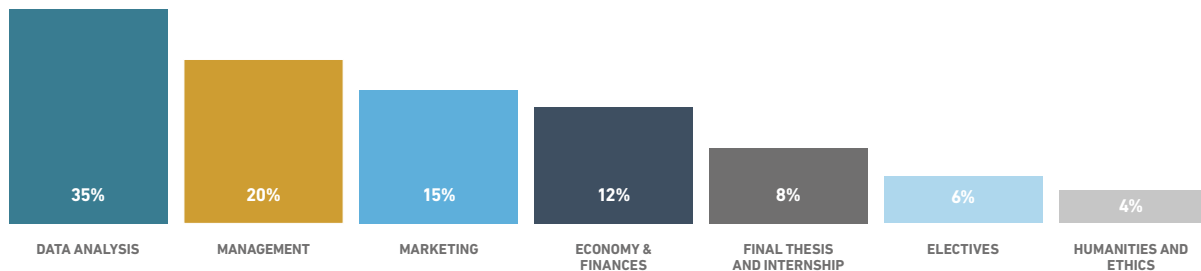
Second Semester

Non-Structured Data Analysis	3
------------------------------	---

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**.

laSalle
RAMON LLULL UNIVERSITY

Technova 20 years
Barcelona



LA SALLE CAMPUS BARCELONA

sia@salleurl.edu | +34 932 902 405 | +34 608 765 104 ☎

www.salleurl.edu

Follow us at @LaSalleBcn:      

BE REAL,
BE YOU.