OFFICIAL UNDERGRADUATE DEGREE IN:
Business Intelligence & Data Analytics
BE A BUSINESS LEADER

Business studies for a new generation of business leaders, ready to lead digital tech companies in a global environment.
STUDY BUSINESS & MANAGEMENT AT LA SALLE CAMPUS BARCELONA

Business & Management studies of La Salle Campus Barcelona will give you a solid, cutting-edge grounding to help you meet the real needs for change and innovation in a constantly evolving jobs market.

Our Campus combines the world of business using the latest technology with a business incubator that allows students to understand the full potential of technology.

We are committed to offering an international outlook with a practical focus in small groups with different nationalities, perfect to help you develop the skills you need to take your place among the new 21st-century professionals.

"WE MAXIMISE ALL OUR STUDENTS POTENTIAL"

Our Campus is surrounded by the Technova ecosystem, one of the largest start up accelerators in Spain. Students will enjoy all the benefits of studying at a University with a Technology Innovation Park on Campus, where they can take part in internships at companies or projects such as Technova Young, and all kinds of events such as 4YFN, hackathons, competitions and conferences.

LA SALLE TECHNOVA BRIDGING TALENT, START-UPS AND CORPORATIONS

"IMPORTANCE OF TECHNOLOGY"

Our business students learn how technology can add value to a company, how customers are changing in the digital era and how organizations need to continually adapt to rapidly changing environments.

"INNOVATION AND CREATIVITY"

Business leaders of the future will be defined by their creativity and ability to innovate. We help our students to think differently, to be original and transform their ideas into viable business solutions.

"INTERNATIONAL EXPERIENCES"

We offer international experiences that will help open your mind and learn about new cultures and ways of life.

"SMART LEARNING"

Our new personalized, flexible and intelligent educational model based on the use of technology that adapts to the needs of face-to-face, blended, distance and online education, in all its multiple versions and possible combinations, according to the needs of the program and the students.

"LEARNING BY CHALLENGE METHODOLOGY"

Projects are based on challenges, and allow you to apply what you are learning to real-life cases.

"ENTREPRENEURSHIP MINDSET"

We believe in developing entrepreneurial mindsets. Our students are characterised by their desire to solve complex problems, find viable business opportunities and lead change and innovation.

"PROFESSIONAL DEVELOPMENT"

Ensuring our graduates find jobs is one of our main objectives. In addition to offering personalised advice to enhance the employability of our students, we also offer personalised advice to focus their professional futures. Our students are part of the La Salle Alumni, La Salle’s International Professional Network, a forum for the exchange of knowledge and experiences in an environment geared towards cooperation, networking and professional growth.

"WHY STUDY A BUSINESS & MANAGEMENT DEGREE AT LA SALLE CAMPUS BARCELONA?"

LA SALLE-URL collaborates with Euroleague Basketball in the EB Tech Challenge 2019 project for start-ups in the world of sports.

ENSURING OUR GRADUATES FIND JOBS IS ONE OF OUR MAIN OBJECTIVES.

Some companies where our students work:

- INDITEX
- Apple
- Pixar
- Deloitte
- Microsoft
- Samsung
- IBM
- Oracle
- Google
- Amazon
- PAL
- Sony
- HP

Ramon Llull University among the best Universities in the world according to The World University Rankings.

La Salle-URL collaborates with Euroleague Basketball in the EB Tech Challenge 2019 project for start-ups in the world of sports.
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.

**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.

**SYLLABUS**

**1st COURSE**

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<tr>
<th>First Semester</th>
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<tr>
<td>Thought and Creativity I</td>
<td>2</td>
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<tr>
<td>Principles of Programming</td>
<td>5</td>
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<tr>
<td>Marketing</td>
<td>6</td>
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<td>Communication, Leadership and Team Management</td>
<td>6</td>
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<tr>
<td>Principles of Business Management</td>
<td>6</td>
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<tr>
<td>Data Analysis Tools</td>
<td>5</td>
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<td>Mathematics</td>
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**2nd COURSE**

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<tr>
<td>Thought and Creativity II</td>
<td>2</td>
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<tr>
<td>Principles of Technological Project Management</td>
<td>6</td>
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<tr>
<td>Digital Marketing Strategies</td>
<td>5</td>
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<td>Online Consumer Behaviour</td>
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<td>Algorithms and Data Structure</td>
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<td>Forecasting</td>
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**3rd COURSE**

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<tbody>
<tr>
<td>Thought and Creativity III</td>
<td>3</td>
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<tr>
<td>Principles of Technological Project Management</td>
<td>4.5</td>
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<tr>
<td>Big Data Analysis</td>
<td>4</td>
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<td>Market Research Tools Management Information Systems</td>
<td>6</td>
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<td>Digital Analytics Techniques and Data Privacy</td>
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**4th COURSE**

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<td>Thought and Creativity IV</td>
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<tr>
<td>R&amp;D&amp;I Management</td>
<td>5</td>
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<tr>
<td>Business Intelligence</td>
<td>6</td>
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<tr>
<td>Data-Driven Strategic Management</td>
<td>6</td>
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<tr>
<td>E-business</td>
<td>4.5</td>
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<tr>
<td>Supply Chain Management</td>
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**AREAS OF KNOWLEDGE**

- Data Analysis: 35%
- Management: 20%
- Marketing: 15%
- Economy & Finances: 12%
- Final Thesis and Internship: 8%
- Electives: 6%
- Humanities and Ethics: 6%

**Official Degree Title:** Degree in Business Intelligence and Analytics

**DOUBLE DEGREE TITLE**

Dual Degree in Management of Business and Technology + Business Intelligence & Data Analytics - 349 ECTS - 5.5 years

*Subject to academic performance.*
DEGREE IN
BUSINESS INTELLIGENCE & DATA ANALYTICS

WHAT YOU WILL LEARN WITH THIS DEGREE

You will learn to use data in a strategic way to make decisions in the business environment.
You will understand how new technologies are developed to understand the changes in consumer habits, business trends or consumer behaviour.
You will master the use of tools for data collection, analysis and display.
You will be prepared to design and carry out business analysis projects from beginning to end and to communicate the results.

WE ARE LOOKING FOR CANDIDATES WITH:

Analytical profile
Problem-solving skills
Interest in the business world
Interest in the new technologies
Curiosity for changes in the environment
Persistence when faced by a challenge

“Nowadays power isn’t having information but knowing how to interpret the data. The viewpoint of a professional and ethical data analyst will be essential to build a better world.”
Elisabet Golobardes, Coordinator and teacher of the Master in Data Science. Member of the DS4DS group (Research Group on Data Science for the Digital Society).

CAREER OPPORTUNITIES

With the Degree in Business Intelligence and Data Analytics you will gain a solid base of skills and knowledge in management and technology. When you finish your studies, you will have gained an international view and an entrepreneurial and innovative perspective. You will be a strong candidate for positions in finance, marketing management, operations, human resources, technology and innovation management or project management.

Here are some of the career opportunities:
- Data Analyst
- Business Analyst
- E-commerce Analyst
- CRM Analyst
- Digital Project Manager
- Product Manager
- Content Manager
- Digital Information Technology Consultant

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. The international experience on campus and the study tours in two of the top technological centres in the world.
4. 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.
BE A BUSINESS LEADER

LA SALLE TECHNOVA BARCELONA
At La Salle, we provide quality training in the areas of Architecture and Building Engineering, ICT Engineering, Computer Science, Business & Management, Art, Animation and Multimedia and Biomedical Engineering. These 6 areas of knowledge are also mixed through research, a close relationship with the business world and a unique, cutting-edge methodology.
Check out the Information Sessions and Open Days online and on-campus.

Sign up!

THE ADMISSIONS PROCESS

The admission process begins the 2nd of November 2021. We recommend you begin the process on our website, filling in the requested information and attaching the necessary documentation, before finishing your studies.

1. Start the online application
2. Fill in the form and attach the documentation
3. Take the entrance exam and/or personal interview
4. Receive the resolution of your application
5. Book your place

Start the admissions process 100% online

SCHOLARSHIPS AND GRANTS

At La Salle, people come first, and our scholarship programme means young people with the knowledge and skills can study with us, regardless of their economic, family, geographical or cultural background.

48% of La Salle - URL Undergraduate students benefit annually from scholarships awarded by La Salle.

EACH APPLICATION IS ANALYSED ON A CASE-BY-CASE BASIS

More information

TYPES OF SCHOLARSHIPS

- Academic Merit
- Be a Leader
- Economic Support
- La Salle Schools
BE REAL BE YOU