laSalle

RAMON LLULL UNIVERSITY

Official Undergraduate Degrees

- 348 ECTS
- 5,5 years
- Campus Barcelona
- September
- 100 % English
- Study tours included*

*Subject to academic performance.

Double Degree Qualification in
Business Intelligence and Data Analytics & Management of Business and Technology

WHAT MAKES THIS DEGREE UNIQUE

1 **The combination of knowledge** in business management and data analysis.

2 **We place great importance on technology, innovation, creativity and an entrepreneurial mindset,** developed through cross-disciplinary work, all essential elements in business.

3 **Our international cross-disciplinary approach** in a Campus with teachers and students from over 90 different countries, and the international experiences **visiting the main technological reference cities worldwide,** will prepare you to work in a global environment.

4 You will be prepared to use **tools for data collection, analysis and display,** such as SPSS, Google Analytics, Power BI, Tableau, and programming languages such as R, Python or SQL.

5 As the active methodology we use: **Learning by doing and Learning by challenge,** the theory will be continually applied to **real practical realities.**

A new professional profile that masters data from a business perspective.

BE PREPARED FOR THE NEW DIGITAL WORLD.

At La Salle Campus Barcelona you can study this Double Degree that **combines Business Management and Business Intelligence and Data Analytics** and become an expert in **transforming businesses** through data.

This **Double Degree** is aimed at **students with highly critical and analytical thinking skills** who wish to lead data-driven **decision-making** processes in the business world.

Both perspectives provide a **broader scope in approaching business situations through a transversal point of view** while enhancing student curiosity about firms and consumer trends.

CAREER OPORTUNITIES

- → Digital Business Development Manager
- → Digital Business Analyst and startups
- → Digital Information Technology Consultant
- → Consumer Analyst / Digital Audience
- → BB Source Manager: Big Data, App Marketing Analyst

- → Data Analyst
- → Business Analyst
- → E-commerce Analyst
- → Digital Project Manager
- → Product Manager
- → Content Manager
- → CRM Analyst

SYLLABUS

1ST COURSE

Annual Subjects	ECTS
Thought and Creativity I	2

First Semester

Principles of Business Management	6
Principles of Marketing	6
Microeconomics	4
Mathematics	6
Data Analysis Tools	5
Principles of Programming	5
Communication, Leadership and Team Management	6

Second Semester

Accounting Principles I	6
Human Resources	3
Macroeconomics	4
Statistics	6
Databases	6
Business Law I	2

2ND COURSE

Annual Subjects	ECTS
Thought and Creativity II	2

First Semester

Principles of Finance	6
Foreign Language I	5
Accounting Principles II	6
Principles of Operations	4
Marketing Management	4
Forecasting	6
Algorithms and Data Structure	6

Second Semester

Foreign Language II	5
Financial Management	6
Digital Marketing Strategies	5
Methods of Decision	4
Advanced Data Processing and Analysis	6
Business Law II	4

3RD COURSE

Annual Subjects	ECTS
Thought and Creativity III	3

First Semester

Principles of Technological Project Management	4,5
Cross/Cultural Management	5
Corporate and International Finance	5
Budgeting, Planning and Control	4
Management IT and Information Systems I	4
Market Research Tools	6
Online Consumer Behaviour	5
Technoethics and data privacy	6

Second Semester

E-Business	4,5
Modern Social Thought and Movements and Economic History	6
Data Mining	6
Data Visualization	3
Creativity and Innovation Management	5
New Product and Service Development	3

4TH COURSE

First Semester	ECTS
Entrepreneurship in Technology-Based Ventures	6
Integrated Marketing Communications	3
Sales Management	4
Management IT and Information Systems II	4
CRM Systems	6
Big Data Analysis	6
International Business	5
Digital Analytics	5

Second Semester

Supply Chain Management	4
Marketing Simulations	4
Internet and Multimedia Technologies	4
R+D+I Management	5
Business Intelligence	6
Data-driven strategic management	6
Transfer of New Technologies into the Economy	4

5TH COURSE

First Semester	ECTS
New Technology Ventures	3
Strategy Management for ICT Ventures	3
Applied Research in Management and Technology	5
Leading Teams and Organisations	4
Channel Management	3
Non-structured Data Analysis	3
Business Communication Skills	2
Entrepreneurship and Venture Capital	3

Second Semester

Internship	4
Final Thesis	16

6TH COURSE

First Semester	ECTS
Internship	12
Final Thesis	15

AREAS OF KNOWLEDGE

Area	Percentage
DATA ANALYSIS	23 %
MANAGEMENT	21 %
ECONOMY & FINANCES	17 %
FINAL THESIS AND INTERNSHIP	13 %
MARKETING	13 %
TECHNOLOGY AND INNOVATION	6 %
HUMANITIES AND ETHICS	4 %
COMMUNICATION SKILLS	3 %

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BE REAL, BE YOU.