

## OFFICIAL UNDERGRADUATE DEGREES



348 ECTS



September



5,5 years



100 % English



Campus Barcelona



Study tours included\*

\*Subject to academic performance.



## DOUBLE DEGREE QUALIFICATION IN **BUSINESS INTELLIGENCE & DATA ANALYTICS AND MANAGEMENT OF BUSINESS AND TECHNOLOGY** NEW

### 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 will prepare you to work in a global environment.
- 4 You will live international experiences **visiting the main technological reference cities worldwide** and will have the opportunity to participate in the **"National Model United Nations"** project in New York.
- 5 **As the active methodology we use; learning by doing and learning by challenge, the theory will be continually applied to real practical realities.** You will take classes in small groups, with students and teachers from other countries, offering a multicultural experience, ideal for preparing you for the reality of managing companies.

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

### FOR THOSE WHO WANT TO 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.

The Degree is aimed at **students with highly critical and analytical thinking skills** who wish to lead the decision and change processes in the business world.

**Both make it easier to solve problems with a cross-sectional vision and curiosity about how you can see consumer habits and trends.**

### CAREER OPPORTUNITIES

- 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
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### 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

## 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

## 2ND COURSE

### Annual Subjects ECTS

Thought and Creativity II	2
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### 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	3
Digital Marketing Strategies	5
Methods of Decision	4
Advanced Data Processing and Analysis	6
Business Law II	4

## 6TH COURSE

### First Semester ECTS

Internship	12
Final Thesis	15

## 3RD COURSE

### Annual Subjects ECTS

Thought and Creativity III	3
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### 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

## AREAS OF KNOWLEDGE

