

BACHELOR IN BUSINESS ANALYTICS IN THE COMPANY

	ECTS CREDITS	
Centre (see)	Basic training (FB)	60
	Compulsory (OB)	126
	Optional (OP)	48
	End-of-degree Project (TFG)	6
	Total	240



CLICK ON THE CODE OF EACH SUBJECT TO ACCESS THE COURSE HANDBOOK

FIRST YEAR

Code	Subject	Credits	Type	Semester
19961	BASICS STATISTICS FOR DATA ANALYSIS	6	FB	1
19962	INTRODUCTION TO MICROECONOMICS	6	FB	1
19963	LINEAR ALGEBRA	6	FB	1
19964	GENERAL MANAGEMENT	6	FB	1
19965	ECONOMIC ENVIRONMENT: TOOLS FOR ECONOMIC ANALYSIS	6	FB	1
19966	INTRODUCTION TO MACROECONOMICS	6	FB	2
19967	UNCERTAINTY MODELING AND DECISION MAKINGS	6	FB	2
19968	MATHEMATICAL ANALYSIS	6	FB	2
19969	PROGRAMMING I	6	FB	2
19970	DATA HANDLING AND DATA VISUALIZATION	3	OB	2
19971	COMPUTER TOOLS FOR STATISTICAL DATA ANALYSIS	3	OB	2

SECOND YEAR

Code	Subject	Credits	Type	Semester
19972	MATHEMATICAL OPTIMIZATION	6	OB	1
19973	PROGRAMMING II	6	OB	1
19974	STATISTICAL INFERENCE	6	FB	1
19975	MARKETING IN THE DIGITAL AGE	6	OB	1
19976	MANAGEMENT OF INNOVATION	6	OB	1
19977	ACCOUNTING & FINANCIAL REPORTING	6	OB	2
19978	MICROECONOMETRICS	6	OB	2
19979	MARKETING ANALYTICS	6	OB	2
19980	FINANCES FUNDAMENTALS	6	OB	2
19981	EXTRACTION OF INFORMATION FROM DATABASES: APPLIED STATISTICS	6	OB	2

THIRD YEAR IMPLANTATION: YEAR 2024-2025

Code	Subject	Credits	Type	Semester
19982	PREDICTIVE ANALYTICS WITH MACHINE LEARNING	6	OB	1
19983	MULTIVARIATE ANALYSIS TECHNIQUES	6	OB	1
19984	FINANCE AND TECHNOLOGY	6	OB	1
19985	MANAGEMENT ACCOUNTING, CONTROL AND DECISION MAKING	6	OB	1
19986	MACROECONOMICS IN THE MODERN ECONOMY	6	OB	1
19987	GEOSPATIAL ANALYTICS	6	OB	2
19988	STRATEGY AND CREATIVITY BASED ON INFORMATION ANALYSIS	6	OB	2
19989	MANAGEMENT INFORMATION SYSTEMS AND TECHNOLOGIES	6	OB	2
19990	COMTEMPORARY SOCIAL TRENDS	6	OB	2
19991	BUSINESS TAXATION	6	OB	2

FOURTH YEAR IMPLANTATION: YEAR 2025-2026

Code	Subject	Credits	Type	Semester
19992	ETHICAL AND LEGAL ISSUES IN DATA ANALYTICS FOR BUSINESS	6	OB	1
	OPTIONAL SUBJECTS	48	OP	1 o 2
19993	END-OF-DEGREE PROJECT	6	TFG	2

OPTIONAL SUBJECTS

Code	Subject	Credits	Type	Semester
19994	DIGITAL COMMUNICATION	6	OP	1
19995	PROFESSIONAL INTERPERSONAL SKILLS	6	OP	1
19996	OMNICHANNEL RETAIL	6	OP	1
19997	ENTREPRENEURSHIP AND BUSINESS CREATION	6	OP	1
19998	BUSINESS FORECASTING METHODS	6	OP	1
19999	BUSINESS SIMULATION MODELS	6	OP	1
20000	CAPITAL MARKETS AND ASSET MANAGEMENT	6	OP	2
20001	ACCOUNTING INFORMATION SYSTEMS	6	OP	2
20002	FUNDAMENTALS OF AUDITING AND AUDIT ANALYTICS	6	OP	2
20003	FUNDAMENTALS AND TECHNIQUES OF OPERATIONS RESEARCH	6	OP	2
20004	NON-PARAMETRICS STATISTICAL METHODS	6	OP	2
20005	DATA-DRIVEN PUBLIC POLICY DECISIONS	6	OP	2
20006	INNOVATION AND THE FIRM: PAST AND PRESENT	6	OP	2
20007	INTERNSHIP	12	OP	Annual

CENTRE

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