

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

| 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 or 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 |

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