

BACHELOR IN BUSINESS ANALYTICS

Centre ([see](#))

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

FOURTH YEAR

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

OPTIONAL SUBJECTS

Code	Subject	Credits	Type	Semester
<u>16767</u>	BUSINESS FORECASTING METHODS	6	OP	1
<u>16769</u>	ENTREPRENEURSHIP AND BUSINESS CREATION	6	OP	1
<u>16789</u>	BUSINESS SIMULATION MODELS	6	OP	1
<u>19995</u>	PROFESSIONAL INTERPERSONAL SKILLS	6	OP	1
<u>19996</u>	OMNICHANNEL RETAIL	6	OP	1
<u>19547</u>	NON PARAMETRIC STATISTICAL METHODS	6	OP	2
<u>19994</u>	DIGITAL COMMUNICATION	6	OP	2
<u>20000</u>	CAPITAL MARKETS AND ASSET MANAGEMENT	6	OP	2
<u>20001</u>	ACCOUNTING INFORMATION SYSTEMS	6	OP	2
<u>20005</u>	DATA-DRIVEN PUBLIC POLICY DECISIONS	6	OP	2
<u>20006</u>	INNOVATION AND THE FIRM: PAST AND PRESENT	6	OP	2
<u>20007</u>	INTERNSHIP	12	OP	Annual

CENTRE

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