

Bachelor's Degree

**Bachelor's Degree
in Business Analytics**

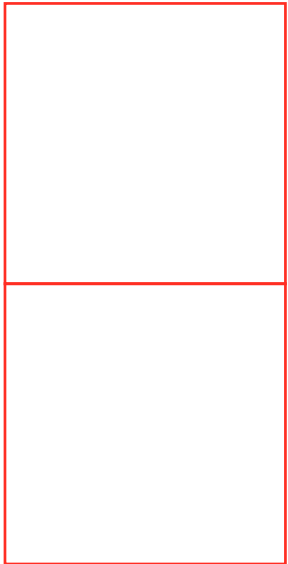
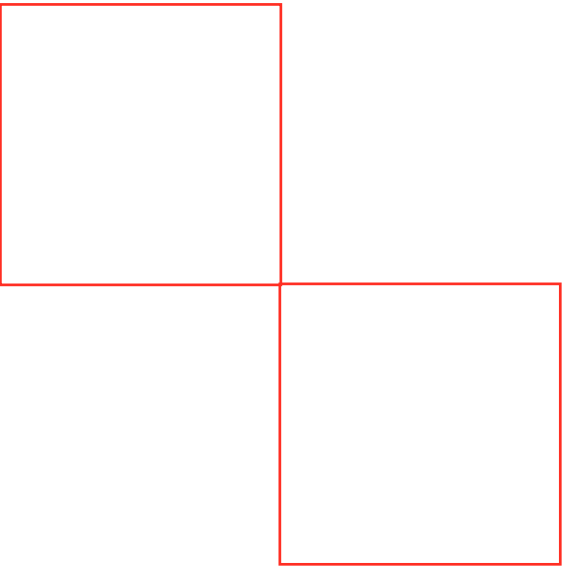
Go beyond



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Why did you decide to go to University?

In order to prepare yourself for what comes next, the future.
And the future is the real world.

At Universidad Europea, we focus on the **professional** that you want to be and on providing you with a **practical training** that enables you to work on your future from day one.

We call for your own **progress and development**, for you to go beyond, offering you the help you need but never forgetting that you are in the driving seat.

This makes Universidad Europea **more than just a university**.
And you **more than just a student**.

Go beyond



Campus



Madrid. ALCOBENDAS
BUSINESS AND UNIVERSITY GO HAND IN HAND.
A campus that brings you the reality of being a professional and helps you to get a job placement through agreements with companies.

The meeting point where new initiatives and the most curious minds find their space.



Madrid. VILLAVICIOSA
STATE-OF-THE-ART FACILITIES AND RESOURCES IN AN OUTSTANDING ENVIRONMENT.
Have a unique university experience on our biggest campus. With 33% international students and facilities equipped with cutting-edge resources and technology.



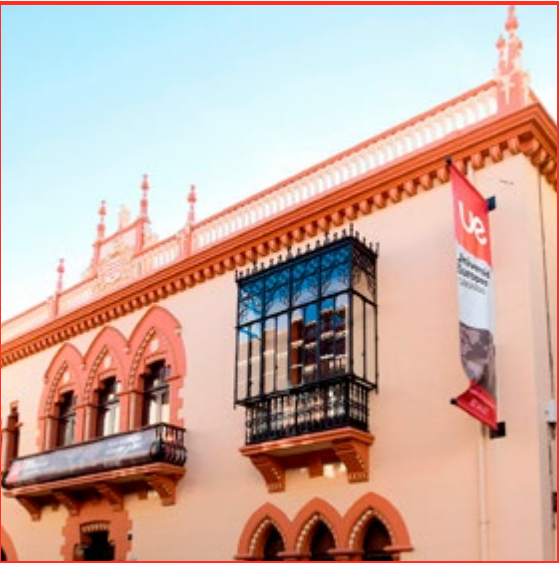
Valencia.
CAMPUS IN THE HEART OF VALENCIA.
We are the only private university with a **privileged location** in the city centre. We also have our own University Dental Clinic.



Real Madrid.
REAL MADRID GRADUATE SCHOOL - UNIVERSIDAD EUROPEA.
Do you dream about working in a field that you're truly passionate about? Get your education at the only Postgraduate School specialized in sports. Don't just dream, get ready.



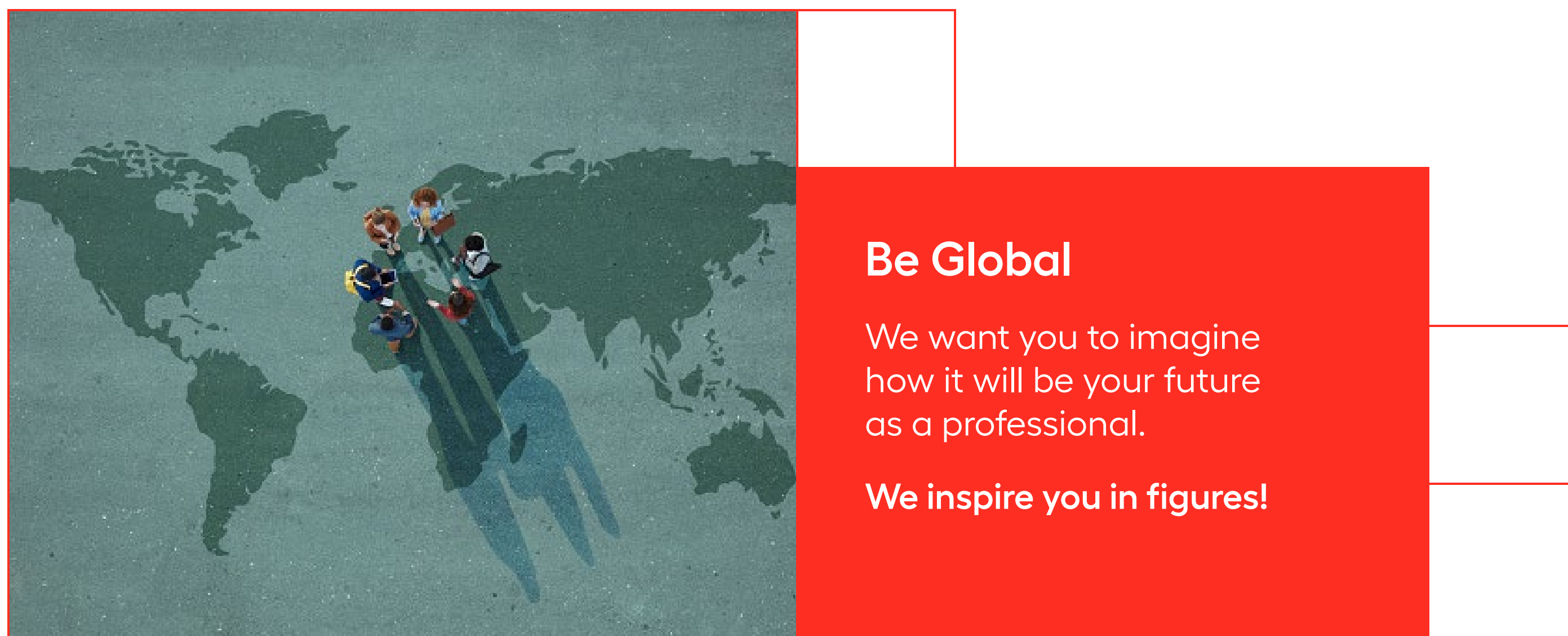
Canarias.
CAMPUS IN LA OROTAVA AND SANTA CRUZ.
An unbeatable environment where you can develop your skills to the full, facilitating employability and entrepreneurship.



Online.
UNIVERSIDAD EUROPEA ONLINE.
100 % online programs:
The flexibility you need. Get an education at your speed at the leading University in educational quality and innovation.



Internationally Recognized Quality



30%

International Students.

You'll live in a multicultural environment with an average above other universities.

300

Agreements.

You'll be able to study abroad at prestigious universities around the world.

14,000

Agreements with companies.

You will be put to the test on campus with challenges, projects and gamification. You will also do an internship to train as a global professional.



Universidad Europea's
Certifications.



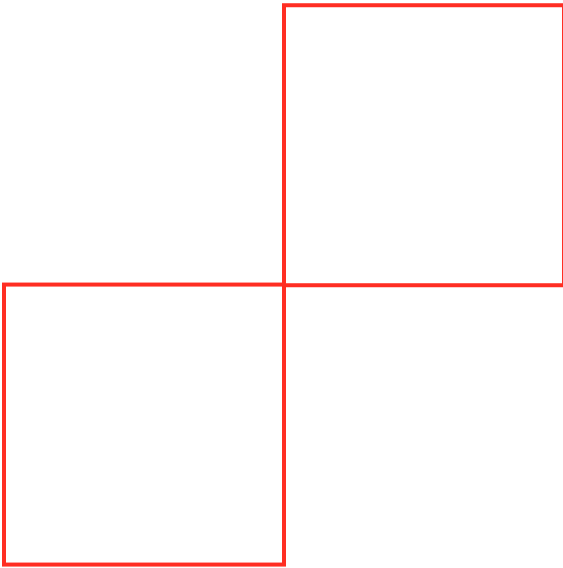
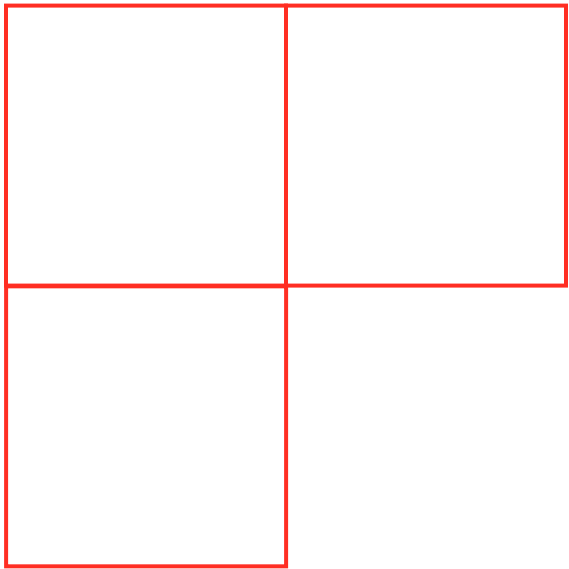
Area

Develop your business skills and achieve success.

Companies are facing a new paradigm in which they must transform and adapt to a new era of constant, sometimes very significant, change. Reinventing yourself, finding niches or new markets are challenges that require a change of mindset rather than strategy.

Not only is an excellent academic profile and command of different languages important but so are creativity, innovation and smart use of technology, understood as “new ways of doing things”, flexibility, adaptability to change, responsibility, commitment, social awareness and leadership.

Choose comprehensive business training that allows you to specialise in any of the essential business areas and guarantees you become the professional you want to be. In this context, we apply our Experiential Learning methodology to your training. We work with all types of companies; multinationals, SMEs, start-ups, etc., with whom we have agreements, so that you face real cases and solve situations by implementing your solutions.



Bachelor's Degrees
Business and Technology



Area

Experiential learning.

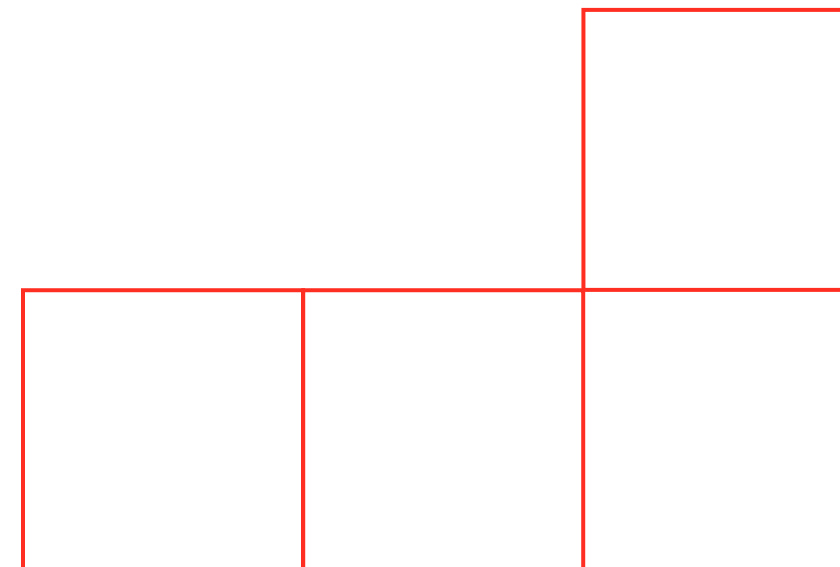
The Experiential Learning or Challenge-Based Learning methodology, which characterises the Social Sciences and Communication Faculty at the European University, takes shape in the **Challenge Based School**. This school fosters a teaching approach that actively involves the student and their lecturers, working in collaboration and with the participation of companies that present students with real challenges associated to their context, tutored by our lecturers, to work and suggest viable solutions. By doing this, students learn by being faced with a challenge they must solve, just as they will when they enter the world of work after graduating.

Differential factors of Experiential Learning:

- Our own laboratories and clinics: Consulting Lab, Financial Hub, Europea Media, Legal Clinic, Moot Center, Courtroom, Edu Lab, XR Lab, Forensic Science Workshop and International Relations Observatory.

- More than 100 partners involved from companies, institutions, offices and NGOs.
- Develop vital skills for the professional world.
- Knowledge transfer University-Company/Institution.

Be the lead in your own learning! Work and solve real and current challenges in the **Challenge Based School**.



Business Analytics Degree

Discover the power of data

It is clear that our society is in the midst of a data revolution. Data has become a key resource and a game changer for business.

The global business community now creates more data in one minute than it did previously over a period of 50 years, and technology is changing the way we monitor, store and transform information. As such, businesses are looking for professionals with the data analysis and interpretation skills they need to make the right decisions and explore new opportunities. Create value through the power of data.

If you want to stay ahead of the game in the eyes of prospective employers, both now and in the future, you should consider a career as a business analyst.

As a qualified business analyst, you will become familiar with the various functional areas of a business organisation. Choose a **Degree in Business Analytics** to acquire the analytical and management skills you will need to succeed in the various divisions of a business.

	LOCATION Villaviciosa de Odón, Madrid		FORMAT Face-to-face
	START 18 Sep. 2023		DURATION 4 years
	LANGUAGE English		ECTS 240

Degree awarded by Universidad Europea de Madrid.
Faculty of Social Sciences and Communication. **Official degree.**



What sets us apart?

Business Analytics Degree

Create value through the power of data

Complete the Business Analytics Degree to qualify as a business analyst and familiarise yourself with the various functional areas of a business organisation. Your training in mathematics, business intelligence, statistics and programming will enable you to develop a broad understanding of the sector and recognise the potential impact that Big Data can have on that market.

The syllabus is designed by professionals and managers currently employed by companies that use Big Data applications such as Google, ING, Toyota, Accenture, Telefónica and Everis

Taught by the best in the business

Learn from innovative companies that are redefining the way in which business is conducted based on large volumes of data such as IBM, DataCentric or Innova, and startups such as Valydo or Shoppermotion.

Career opportunities

As a Business Analytics graduate, you will have the expertise required to hold key positions of responsibility and management roles in the various strategic divisions of a business which rely heavily on data analysis and data-driven decision-making. Your training will prepare you for a career with a consultancy firm, in business consulting services, and in departments dedicated to business intelligence, business strategy, strategic analysis, digital marketing, operations, etc.

Professional Certifications

As part of the module on Fundamentals of Programming I, you will be given the opportunity to obtain Certified Entry-Level Python Programmer Certification from the Python Institute. Moreover, as part of the module on Internet Data Analysis, you can earn the Google Analytics certification.

Internships

Internships are a key part of your training. Gaining experience after what you learn in your degree is the best way to enter the job market. There are two types of internships, curricular (included in your syllabus) and extracurricular (which you can do on a voluntary basis).



Curriculum

Business Analytics Degree

Subject	Type	ECTS
FIRST YEAR		
▪ Fundamentals of Business Management	BA	6
▪ Statistics I	BA	6
▪ Fundamentals of Programming I	BA	6
▪ Marketing	BA	6
▪ Mathematics: Algebra and Calculus	BA	6
▪ Accounting I	BA	6
▪ Finance I	BA	6
▪ Macroeconomics	BA	6
▪ Microeconomics	BA	6
▪ Workshop. Decision-Making I	OB	6
SECOND YEAR		
▪ Statistics II	OB	6
▪ Fundamentals of Programming II	OB	6
▪ Accounting II	OB	6
▪ Finance II	OB	6
▪ Databases	OB	6
▪ Foreign Language I	BA	6
▪ Econometrics	OB	3
▪ Statistical Analysis Tools	OB	3
▪ Ethics and Professional Efficiency	OB	6
▪ Data Engineering I	OB	6
▪ Workshop. Financial Decision-Making	OB	6

Subject	Type	ECTS
THIRD YEAR		
▪ Data Structures	OB	6
▪ Data Engineering II	OB	6
▪ Consumer Psycho-Sociology	OB	6
▪ Digital Ecosystem	OB	3
▪ Green Management	OB	6
▪ People Management	OB	6
▪ Internet of Things (IoT)	OB	3
▪ Strategic Management	OB	6
▪ New Work Methodologies and Organisation	OB	3
▪ Workshop. HR Decision-Making	OB	6
▪ Relational Impact and Influence	OB	6
▪ Complex Problem-Solving	OB	3

Subject	Type	ECTS
FOURTH YEAR		
▪ CRM Tools	OB	6
▪ Internet Data Analysis	OB	3
▪ Entrepreneurial Leadership	OB	6
▪ Law Applied to Data Processing	OB	3
▪ Business Law	OB	3
▪ The Data Cycle	OB	3
▪ Sources of Information	OB	3
▪ Innovation and Entrepreneurship	OB	6
▪ Information in Sectors	OB	3
▪ Internships I	PE	6
▪ University Activities	OPT	6
▪ Internships II	OPT	6
▪ End-of-Degree Project	TFG	12
TOTAL		240





You might also be interested in...

Plan your degree from the start.

Now that you are starting university, you have an excellent academic offering from the outset, one that, once you have finished your bachelor's degree, gives you the option of specialising through a comprehensive offering of Postgraduate courses adapted to the reality of the professional world.

The university is dedicated to our students and we undertake the commitment to support their personal and professional growth and development.

For this reason we launched the AVANZA Plan, a specific study grant programme for undergraduate students at the Universidad Europea who want to continue their studies by advancing to the next level and enrolling on a Master's or Postgraduate degree with us.

Postgraduate degrees in the Business and Technology area:

- Master's in Business Administration (MBA).
- Master's in Business Management.
- Master's in Business Analytics.
- Master's in Marketing.
- Master's in Logistics.
- Master's in Industry 4.0: Digital Transformation and Strategy.
- Master's in International Business and Economic Relations.
- Master's in Human Resources Administration and Management.

AVANZ[^]

More information is available on the website, from your Degree advisor or on: **+34 917 407 272.**



You might also be interested in...

From the best professionals



Luana Gava
Business Analytics Degree Lecturer

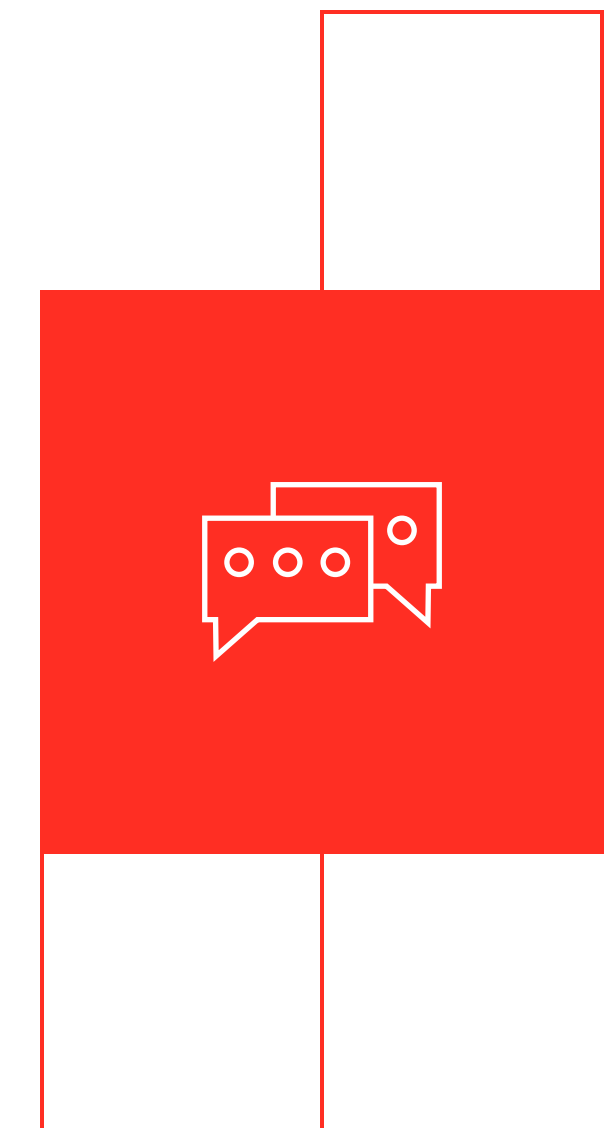
“The capacity to interpret data is a highly valuable asset in an environment in which Big Data is extremely important”.

What our students think



Manal Zahí
Business Analytics Undergraduate

“I love living in Spain. In such a culturally diverse environment, you get to meet people of different nationalities”.

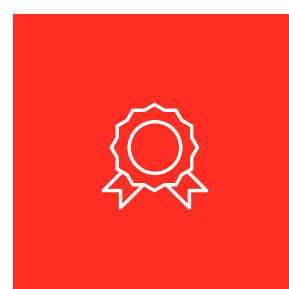


Financing and Scholarships

Finance your studies in a flexible way

Here at Universidad Europea, we are committed to ensuring the cost of a program is not an obstacle to access quality education.

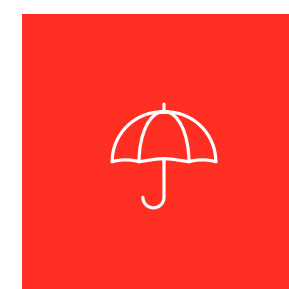
We have a complete system of financial aid available to you:



SCHOLARSHIP
PROGRAM



DISCOUNTS



FINANCIAL
BANKING

Knowledge without barriers

Education is one of the
best investments you
can make in life.

Do not let anything stop you!

Go beyond



Admissions Process

Documentation

To start the admissions process, reserve an appointment at: universidadeuropea.com or by calling **(+34) 917 407 272**.

After getting more information, you must submit the required documentation:

- Passport.
- Payment of the admissions fee on or before the day of your appointment.

What does the entrance exam involve?

- Test to evaluate competencies and skills.
- Language assessment test.
- Motivational survey.

When will you know if you've been admitted?

You'll get the results of the entrance exam in an Admissions Letter that will be sent to you via email. If you have any questions, you can speak to our New Students Admissions Department: ads@universidadeuropea.es






Place Reservation

You are advised to reserve your place within 7 calendar days from receiving the admissions letter.

Enrollment

All students enrolling for the first time at Universidad Europea for a Bachelor's degree program must open a student file.

The Students Admissions Department will provide the candidate with all of the documents and forms they need to complete their enrollment.

	Personalized Guidance
	Send application and documentation
	Admissions Test
	Confirmation of Admission
	Formal Reservation of a place and enrollment





Universidad
Europea



How far
can you go?
As far as you want.

Go beyond

Universidad Europea de Madrid

Campus de Villaviciosa de Odón

C/ Tajo, s/n, 28670.

Villaviciosa de Odón, Madrid

Campus de Alcobendas

Av. Fernando Alonso, 8, 28108.

Alcobendas, Madrid

Teléfono: (+34) 91 740 72 72

Atención al estudiante: (+34) 91 414 66 11

Universidad Europea de Valencia

Paseo de la Alameda, 7, 46010.

Valencia

Teléfono: (+34) 96 104 38 83

Atención al estudiante: (+34) 96 104 38 80

Universidad Europea de Canarias

Campus de La Orotava

C/ Inocencio Garcia, 1, 38300.

La Orotava, Tenerife

Teléfono: (+34) 92 209 70 91

Atención al estudiante: (+34) 92 298 50 06

Instalaciones Santa Cruz de Tenerife

Calle Valentín Sanz, 22, 38002.

Santa Cruz de Tenerife

Teléfono: (+34) 92 244 26 31

Atención al estudiante: (+34) 92 244 26 34

Teléfono general inglés y español:

(+34) 91 740 72 72



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