

## BACHELOR IN BUSINESS ANALYTICS

Centre ([see](#))

ECTS CREDITS	
Basic training (FB)	60
Compulsory (OB)	126
Optional (OP)	48
End-of-degree Project (TFG)	6
<b>Total</b>	<b>240</b>



[CLICK ON THE CODE OF EACH SUBJECT TO ACCESS THE COURSE HANDBOOK](#)

### FIRST YEAR

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

### SECOND YEAR

Code	Subject	Credits	Type	Semester
<a href="#">19972</a>	MATHEMATICAL OPTIMIZATION	6	OB	1
<a href="#">19973</a>	PROGRAMMING II	6	OB	1
<a href="#">19974</a>	STATISTICAL INFERENCE	6	FB	1
<a href="#">19975</a>	MARKETING IN THE DIGITAL AGE	6	OB	1
<a href="#">19976</a>	MANAGEMENT OF INNOVATION	6	OB	1
<a href="#">19977</a>	ACCOUNTING & FINANCIAL REPORTING	6	OB	2
<a href="#">19978</a>	MICROECONOMETRICS	6	OB	2
<a href="#">19979</a>	MARKETING ANALYTICS	6	OB	2
<a href="#">19980</a>	FINANCES FUNDAMENTALS	6	OB	2
<a href="#">19981</a>	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>20007</u>	INTERNSHIP	12	OP	Annual
<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>20000</u>	CAPITAL MARKETS AND ASSET MANAGEMENT	6	OP	2
<u>20001</u>	ACCOUNTING INFORMATION SYSTEMS	6	OP	2
<u>20006</u>	INNOVATION AND THE FIRM: PAST AND PRESENT	6	OP	2

### CENTRE

#### Faculty of Economics

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[Web page](#) ↗