

230815 - BABI - Business Analytics and Business Intelligence

Coordinating unit:	230 - ETSETB - Barcelona School of Telecommunications Engineering
Teaching unit:	732 - OE - Department of Management
Academic year:	2017
Degree:	BACHELOR'S DEGREE IN TELECOMMUNICATIONS TECHNOLOGIES AND SERVICES ENGINEERING (Syllabus 2015). (Teaching unit Optional) BACHELOR'S DEGREE IN TELECOMMUNICATIONS SCIENCE AND TECHNOLOGY (Syllabus 2010). (Teaching unit Optional) BACHELOR'S DEGREE IN AUDIOVISUAL SYSTEMS ENGINEERING (Syllabus 2009). (Teaching unit Optional) BACHELOR'S DEGREE IN ELECTRONIC SYSTEMS ENGINEERING (Syllabus 2009). (Teaching unit Optional) BACHELOR'S DEGREE IN TELECOMMUNICATIONS SYSTEMS ENGINEERING (Syllabus 2010). (Teaching unit Optional) BACHELOR'S DEGREE IN NETWORK ENGINEERING (Syllabus 2010). (Teaching unit Optional)
ECTS credits:	6
Teaching languages:	English

Teaching staff

Coordinator: Fernandez Alarcon, Vicenç

Others: Andujar Larios, Agustin

Degree competences to which the subject contributes

Transversal:

05 TEQ N1. TEAMWORK - Level 1. Working in a team and making positive contributions once the aims and group and individual responsibilities have been defined. Reaching joint decisions on the strategy to be followed.

06 URI. EFFECTIVE USE OF INFORMATION RESOURCES. Managing the acquisition, structure, analysis and display of information from the own field of specialization. Taking a critical stance with regard to the results obtained.

Teaching methodology

The course is divided into three parts:

Theory classes.

Practical classes (project).

Self-study for doing exercises and activities.

In the theory classes, teachers will introduce the theoretical basis of the concepts, methods and results and illustrate them with examples appropriate to facilitate their understanding.

In the practical classes (in the classroom), teachers guide students in applying theoretical concepts to solve problems, always using critical reasoning. We propose that students solve exercises in and outside the classroom, to promote contact and use the basic tools needed to solve problems, and development the project.

Students, independently, need to work on the materials provided by teachers and the outcomes of the sessions of exercises/problems, in order to fix and assimilate the concepts.

The teachers provide the curriculum and monitoring of activities (by ATENEA).

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Learning objectives of the subject

The course Business Analytics and Business Intelligence introduces students to the concepts, principles and techniques of strategy, business data analysis and visualization, in order to make smart and successful decisions in business contexts.

Study load

Total learning time: 150h	Hours large group:	52h	34.67%
	Self study:	98h	65.33%

Content

Module 1: Strategy	Learning time: 70h Theory classes: 30h Self study : 40h
Description: Strategic management Balanced Scorecard Building a Balanced Scorecard Strategic execution	
Module 2: Data analysis for the strategy	Learning time: 80h Theory classes: 35h Self study : 45h
Description: Explorative Business Data Analysis Marketing Data Science Business Dashboard	

Qualification system

The final grade depends on the following assessment criteria:

- Tests Continuous Assessment Test for module 1 (20%)
- Module 1 Activities (20%)
- Module 2 Activities (30%)
- Final project (30%)

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Bibliography

Basic:

Cleff, T. Exploratory Data Analysis in Business and Economics: An Introduction Using SPSS, Stata, and Excel [on line]. Springer, 2013 [Consultation: 14/07/2017]. Available on: <<http://site.ebrary.com/lib/upcatalunya/detail.action?docID=10969041>>. ISBN 9783319015170.

Unwim, A. Graphical data analysis with R [on line]. Chapman and Hall/CRC, 2015 [Consultation: 14/07/2017]. Available on: <<http://site.ebrary.com/lib/upcatalunya/detail.action?docID=11255408>>. ISBN 9781498786775.

Complementary:

Husson, F. Exploratory Multivariate Analysis by Example Using R [on line]. 2nd. ed. Chapman & Hall/CRC Computer Science & Data Analysis, 2017 [Consultation: 14/07/2017]. Available on: <Nota <http://site.ebrary.com/lib/upcatalunya/detail.action?docID=11382829>>. ISBN 9781315301860.

Miller, T. Marketing data science. Financial Times Prentice Hall, 2015. ISBN 9780133886559.