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).
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

<table>
<thead>
<tr>
<th>Total learning time: 150h</th>
<th>Hours large group:</th>
<th>52h</th>
<th>34.67%</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Self study:</td>
<td>98h</td>
<td>65.33%</td>
</tr>
</tbody>
</table>

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:


Complementary:
