Course guides
230815 - BABI - Business Analytics and Business Intelligence

Unit in charge: Barcelona School of Telecommunications Engineering
Teaching unit: 732 - OE - Department of Management.

Degree:
BACHELOR’S DEGREE IN TELECOMMUNICATIONS TECHNOLOGIES AND SERVICES ENGINEERING (Syllabus 2015). (Optional subject).
BACHELOR’S DEGREE IN TELECOMMUNICATIONS SCIENCE AND TECHNOLOGY (Syllabus 2010). (Optional subject).
BACHELOR’S DEGREE IN AUDIOVISUAL SYSTEMS ENGINEERING (Syllabus 2009). (Optional subject).
BACHELOR’S DEGREE IN ELECTRONIC SYSTEMS ENGINEERING (Syllabus 2009). (Optional subject).
BACHELOR’S DEGREE IN TELECOMMUNICATIONS SYSTEMS ENGINEERING (Syllabus 2010). (Optional subject).
BACHELOR’S DEGREE IN NETWORK ENGINEERING (Syllabus 2010). (Optional subject).

Academic year: 2017  ECTS Credits: 6.0  Languages: English

LECTURER

Coordinating lecturer: 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>Type</th>
<th>Hours</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Self study</td>
<td>98,0</td>
<td>65.33</td>
</tr>
<tr>
<td>Hours large group</td>
<td>52,0</td>
<td>34.67</td>
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Total learning time: 150 h

CONTENTS

Module 1: Strategy

Description:
- Strategic management
- Balanced Scorecard
- Building a Balanced Scorecard
- Strategic execution

Full-or-part-time: 70 h
- Theory classes: 30h
- Self study: 40h

Module 2: Data analysis for the strategy

Description:
- Explorative Business Data Analysis
- Marketing Data Science
- Business Dashboard

Full-or-part-time: 80 h
- Theory classes: 35h
- Self study: 45h

GRADING 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%)
BIBLIOGRAPHY

Basic:

Complementary: