

E-3 ANALYTICS PROGRAM

For incoming students

SKILLS FOR THE BACHELOR'S DEGREE IN ANÁLISIS DE NEGOCIOS/BUSINESS ANALYTICS

General skills:

General

- CG 01 - Organizational and planning ability in the identification of problems in the context of bulk data.
- CG 02 - Ability to analyze bulk data from various sources: text, audio, numerical, and graphic.
- CG 03 - Problem solving and decision making in a quantitative and qualitative bulk data setting.
- CG 04 - Ability to prepare projects and reports, orally and in writing, disseminating these ideas through digital channels.
- CG 05 - Ability to communicate in English in the information society.
- CG 06 - Interpersonal skills in the information society: listening, discussion, and debating.
- CG 07 - Leadership and team working ability in the information society.
- CG 08 - Criticism and self-criticism ability in the information society.
- CG 09 - Ethical commitment in the information society.
- CG 10 - Recognition of and respect for diversity and multiculturalism in the information society.
- CG 11 - Ability to learn and work independently in the information society.
- CG 12 - Flexibility and ability to adapt to a professional setting in the information society.

Specific skills

- CE 01 - Understanding the nature of business analysis and its essential concepts and tools (statistical and quantitative analysis, exploratory and predictive models and information systems), geared towards identifying, evaluating, and capturing opportunities derived from the information that create value for the organization.
- CE 02 - Knowing and understanding the basic determinants of business management, such as planning objectives and activities, organizing and monitoring them, operational functional areas and their relations with the setting, and recognizing the leadership role that the manager exercises in defining and managing them.
- CE 03 - Identifying and resolving the ethical dilemmas regarding sustainability that arise in the decision making processes that are an inherent part of business activity, recognizing the complexity added to these dilemmas by a digital and global setting, using universal ethical and moral values that take shape in management and strategic planning instruments.
- CE 04 - Knowing and applying management support tools for external and internal strategic analysis, oriented towards planning business strategy in a digital and global setting.

- CE 05 - Knowing the basic principles of Economic Theory and how they operate in reality.
- CE 06 - Applying Economic Theory and its new trends to analysis of the behavior of economic agents.
- CE 07 - Knowing and understanding accounting rules to be able to record and analyze the information contained in the financial statements of a business.
- CE 08 - Knowing about and understanding management accounting in its analytic and predictive versions in order to take management decisions.
- CE 09 - Knowing and understanding financial theories in a framework of analytic management, bulk data usage, and new technologies.
- CE 10 - Knowing about and understanding financial markets and the use of bulk data in a national and international financial setting.
- CE 11 - Knowing about and analyzing, using bulk data and intensive information processing technologies, the interrelations between the macroeconomics and the financial markets.
- CE 12 - Developing skills for communicating and using bulk data in various formats (analog, digital).
- CE 13 - Being able to communicate and transmit information in English in a professional setting of business analysis, through the handling of bulk data.
- CE 14 - Analyzing the diversity of the religious phenomenon as well as Christian thought when faced with social, economic, and political problems in contemporary society.
- CE 15 - Knowing about the main institutions of economic and business Law and their effect on an economic and business activity characterized by the quantitative and qualitative analysis of bulk data.
- CE 16 - Knowing the basic concepts of Commercial Law, as well as the legislative and case law developments directed at adapting it to the new situation shaped by big data.
- CE 17 - Acquiring the ability to resolve the problems that arise in the business setting using mathematical tools.
- CE 18 - Knowing about and using mathematical optimization and decision making techniques for data handling.
- CE 19 - Knowing about the basics of the technical principles of classical statistics (descriptive and inferential) and data mining.
- CE 20 - Knowing how to model a real business problem that requires data analysis and critically select the most appropriate technique or combination of techniques.
- CE 21 - Knowing how to interpret, evaluate, and communicate results derived from data analysis techniques as well as use them to help in management and taking business decisions.
- CE 22 - Knowing how to apply data analysis techniques (including those from classical statistics and data mining techniques) to a real data set, using software that is appropriate for this purpose.
- CE 23 - Knowing about and using relational databases.
- CE 24 - Knowing about and applying the most effective data visualization techniques and their importance to the extraction of knowledge.

- CE 25 - Understanding the most important concepts associated with Big Data and their characteristic elements.
- CE 26 - Know about and understanding the basic concepts and tools used in marketing management.
- CE 27 - Being able to identify the most appropriate sources and analyze data to turn it into information that is useful for taking decisions regarding marketing problems.
- CE 28 - Knowing and understanding the most important programming paradigms and the basics of programming to allow the student to develop simple codes aimed at handling data.
- CE 29 - Knowing and understanding reality in businesses in the current information society by applying the theoretical-practical principles acquired in the classroom.
- CE 30 - Being able to plan and deliver a research project or comprehensive business plan in the setting of the current information society.