

# PROFESSIONAL PROGRAM IN **BUSINESS ANALYTICS**



**BTS** | **Barcelona**  
Technology School





# DOUBLE DEGREE INTERNATIONAL PROGRAM (UNIVERSIDAD CENFOTEC & BARCELONA TECHNOLOGY SCHOOL)

100% Online | Duration: 13 months

## About the Program

The **Professional Program in Business Analytics**, delivered under the **COIL (Collaborative Online International Learning)** methodology, is the result of a **strategic international alliance** between **Universidad CENFOTEC**—Costa Rica’s leading private university in technology education—and **Barcelona Technology School (BTS)**—a top European institution specializing in digital transformation and business analytics.

This program provides a **Double Degree International Program**, empowering students with **advanced data analytics skills** while fostering **intercultural collaboration** in a global business environment. Participants will master key tools such as **Power BI, Python, SQL, R, Cloud Analytics and Generative AI** and apply them in **real-world projects** with industry experts and international peers.

# Gain the skills to lead in Business Analytics with a global perspective.

## START YOUR JOURNEY TODAY!

### Why Choose This Program?

- **Double Degree International Program:** Earn diplomas from two globally recognized institutions, increasing career opportunities worldwide.
- **Global Networking:** Connect with international professors, experts, and peers in the field of Business Analytics.
- **Industry-Focused Learning:** Gain hands-on experience with cutting-edge tools such as **Power BI, Python, SQL, Cloud Analytics and Generative AI**, ensuring you are prepared for high-demand roles.
- **Capstone Project:** Work on a real-world business challenge, integrating data analytics techniques to generate actionable insights.
- **Industry Integration:** Learn directly from **real-world practitioners and top industry professionals**, bridging the gap between academia and the corporate world.
- **Intercultural Competence:** Develop a global perspective by collaborating with professionals from diverse cultural and industry backgrounds.

### Who Should Apply?

This program is designed for:

- **Professionals & senior students** in Business, Engineering, Economics, IT, Statistics, and related fields.
- **Business analysts, consultants, data scientists, and decision-makers** looking to enhance their analytical and data-driven decision-making skills.
- **Individuals interested in AI, digital transformation, and advanced analytics** for strategic decision-making.



**Prerequisites:** Basic knowledge of mathematics and statistics is recommended. General programming skills are useful but not mandatory.

## Program Learning Outcomes

Graduates of this program will:

- Expertise in **Business Analytics, statistics, and data cleansing**, leveraging tools like **Power BI, R, SQL, Cloud technologies, and Generative AI**.
- **Transform raw data into actionable insights**, applying advanced **data storytelling and visualization techniques**.
- **Apply analytics in real-world business cases**, leveraging industry best practices in **data protection and privacy**.
- Develop **problem-solving and strategic thinking skills**, becoming leaders in **data-driven decision-making**.
- Gain **global collaboration experience** through COIL, working in **multidisciplinary teams**.



## Career Opportunities:

- Data Analyst
- Business Analyst
- Power BI & Data Visualization Specialist
- Data Analytics Manager
- Business Analytics Project Leader

## Curriculum Overview

### Core Modules *(10 courses, 13 months total)*

Code	Module	Description	Institution	Instructor
SINF-900	<b>Business Analytics Fundamentals</b>	Introduction to data analytics for business, emphasizing strategic decision-making.	CENFOTEC	Tomás de Camino Beck PhD.
SINT-900	<b>R Introduction in Data Analytics</b>	Hands-on training in R programming, focusing on real-world applications in analytics.	CENFOTEC	Lic. Gabriela Espinoza MSc.
SINF-902	<b>Data Analytics with Power BI 1</b>	Learn how to create interactive dashboards and visualizations to gain business insights, using Power BI and Generative AI.	CENFOTEC	Elvis Ramirez MSc.
SINF-903	<b>Statistics Fundamentals with R</b>	Statistical analysis using R to support data-driven decision-making.	BTS	Josep Maria Huguet Piermarco Milione
SINF-904	<b>Data Analytics with Power BI 2</b>	Advanced techniques in Power BI for data transformation, analysis and Generative AI Tools	CENFOTEC	Elvis Ramirez MSc.
SINF-905	<b>Data Cleansing Fundamentals</b>	Methods for preparing and optimizing data for analytics workflows.	BTS	Roberta Coda Maximus Ndaboka
SINF-906	<b>Cloud Business Analytics</b>	Cloud-based data management strategies for business intelligence.	BTS	Martí Segarra
SINF-907	<b>Data Storytelling</b>	Develop persuasive and effective communication of data insights.	CENFOTEC	Lic. Steven Gonzalez Tomas de Camino Beck PhD.
CIB-600	<b>Data Protection and Privacy</b>	Regulations, compliance, and strategies for safeguarding data.	BTS	Xavier Estruga
SINF-909	<b>Business Analytics Capstone Project</b>	Apply all acquired skills in a final real-world project.	BTS	Arthur Prevot Joana Simoes Gerard Ion Gallego

## Expert Faculty

Our professors are **szand industry experts** from **Universidad CENFOTEC** and **Barcelona Technology School**, bringing years of experience in **business analytics, AI, and digital transformation**.

## Faculty Members



**Maria Isabel Losilla Barrientos**  
Program Coordinator



**Tomás de Camino Beck PhD.**  
(Universidad CENFOTEC)  
*Head of Intelligent Computing at CENFOTEC University. Technology Leader in Costa Rica.*



**Lic. Gabriela Espinoza MSc.**  
(Universidad CENFOTEC)  
*Professor and LADAINA coordinator at CENFOTEC University*



**Elvis Ramirez MS.c**  
(Universidad CENFOTEC)  
*Data Field Professor and Trainer*



**Lic. Steven Gonzalez**  
(Universidad CENFOTEC)  
*Agile methodologies, innovation and analytics professor*



**Martí Segarra**  
(Barcelona Technology School)  
*Senior Data Engineer at Chainalysis*  
<https://barcelonatechnology-school.com/marti-segarra/>



**Arthur Prevot**

*(Barcelona Technology School)*

Founder Yaetos / Real-time Data Analysis professor at Barcelona Technology School.

<https://barcelonatechnologyschool.com/arthur-prevot/>



**Roberta Coda**

*(Barcelona Technology School)*

Data Visualization Lead at Adevinta Spain / Professor of the Master in Big Data and A.I. Solutions.

<https://barcelonatechnologyschool.com/roberta-manuela/>



**Josep Maria Huguet**

*(Barcelona Technology School)*

Data Analyst at Mistrada

<https://barcelonatechnology-school.com/josep-maria-huguet/>



**Xavier Estruga**

*(Barcelona Technology School)*

CTO at ImprovOPS | Operations & ITC Consulting

<https://barcelonatechnologyschool.com/xavier-estruga/>



**Piermarco Milione**

Senior Data Lead at Koa Health

<https://barcelonatechnologyschool.com/piermarco-milione/>



**Maximus Ndaboka**

Global Head of Master Data at Lindt & Sprüngli

<https://barcelonatechnology-school.com/maximus-ndaboka/>

## XperienEd® Methodology: Learning by Doing

- **Educational Experience:** A structured learning model combining **20% theory, 60% practice, and 20% reflection**, ensuring a hands-on approach to problem-solving.
- **Active Learning Strategies:** Integrates real-world case studies, interactive projects, and industry-relevant challenges to strengthen both technical and power skills.
- **Experiential Learning:** Encourages immediate application of knowledge in business environments, bridging the gap between academic concepts and professional execution.



# Credentials as you Grow

An **agile training ecosystem** designed to enhance employability in a rapidly evolving job market.

- **Continuous Learning Path:** This model allows professionals to acquire **recognized credentials** as they develop new skills, improving their career prospects
- **Flexible & Market-Aligned:** A dynamic system that responds to industry demands, offering personalized learning experiences.
- **Interconnected Learning:** A structured ecosystem integrating educational resources, tools, and skill-building opportunities.
- **Multi-Level Certification:** Includes microcredentials, technical programs, professional courses, and degree programs, ensuring immediate applicability in the workforce.

This approach ensures that graduates stay competitive and continuously upskill in alignment with employer needs.





# Apply Now & Join the Future of Business Analytics!



**Start Date:** October 6, 2025



**Format:** 100% Online



**Duration:** 13 months



**Investment:** \$17.940



**Language:** English

## Contact us today to learn more!



[www.ucenfotec.ac.cr](http://www.ucenfotec.ac.cr)



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**START YOUR JOURNEY TODAY!**

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