

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:

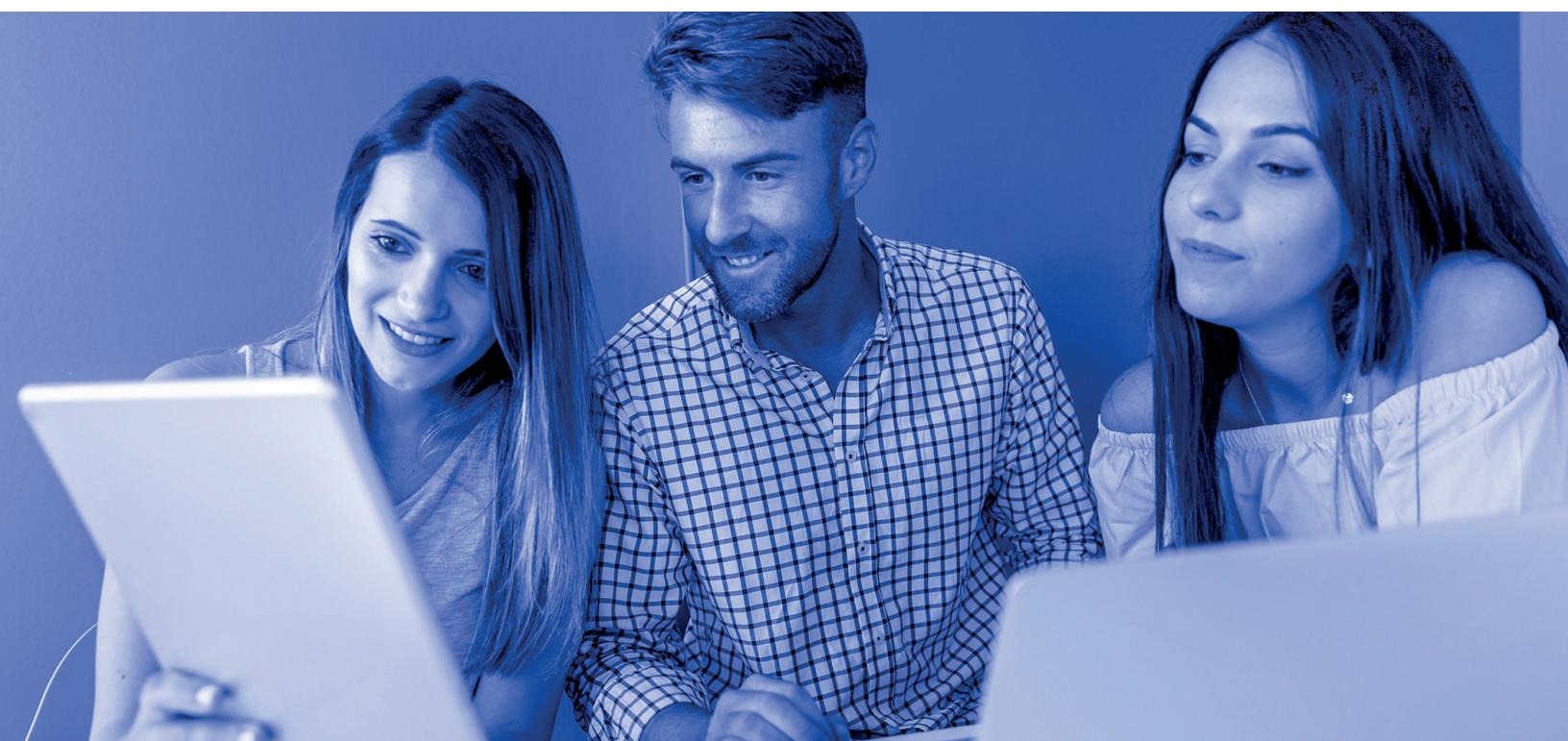
- **Professionals & senior students** in Business, Engineering, Economics, IT, Statistics, and related fields.
- **Business analysts, consultants, data scientists, and decision-makers** looking to enhance their analytical and data-driven decision-making skills.
- **Individuals interested in AI, digital 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	Business Analytics Fundamentals	Introduction to data analytics for business, emphasizing strategic decision-making.	CENFOTEC	Tomás de Camino Beck PhD.
SINT-900	R Introduction in Data Analytics	Hands-on training in R programming, focusing on real-world applications in analytics.	CENFOTEC	Lic. Gabriela Espinoza MSc.
SINF-902	Data Analytics with Power BI 1	Learn how to create interactive dashboards and visualizations to gain business insights, using Power BI and Generative AI.	CENFOTEC	Elvis Ramirez MSc.
SINF-903	Statistics Fundamentals with R	Statistical analysis using R to support data-driven decision-making.	BTS	Josep Maria Huguet Piermarco Milione
SINF-904	Data Analytics with Power BI 2	Advanced techniques in Power BI for data transformation, analysis and Generative AI Tools	CENFOTEC	Elvis Ramirez MSc.
SINF-905	Data Cleansing Fundamentals	Methods for preparing and optimizing data for analytics workflows.	BTS	Roberta Coda Maximus Ndaboka
SINF-906	Cloud Business Analytics	Cloud-based data management strategies for business intelligence.	BTS	Martí Segarra
SINF-907	Data Storytelling	Develop persuasive and effective communication of data insights.	CENFOTEC	Lic. Steven Gonzalez Tomas de Camino Beck PhD.
CIB-600	Data Protection and Privacy	Regulations, compliance, and strategies for safeguarding data.	BTS	Xavier Estruga
SINF-909	Business Analytics Capstone Project	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 coordi-
nator 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 Chain-
alysis
<https://barcelonatechnology-school.com/marti-segarra/>

 <p>Arthur Prevot <i>(Barcelona Technology School)</i> Founder Yaetos / Real-time Data Analysis professor at Barcelona Technology School. https://barcelonatechnologyschool.com/arthur-prevot/</p>	 <p>Roberta Coda <i>(Barcelona Technology School)</i> Data Visualization Lead at Adevinta Spain / Professor of the Master in Big Data and A.I. Solutions. https://barcelonatechnologyschool.com/roberta-manuela/</p>	 <p>Josep Maria Huguet <i>(Barcelona Technology School)</i> Data Analyst at Mistrada https://barcelonatechnologyschool.com/josep-maria-huguet/</p>
 <p>Xavier Estruga <i>(Barcelona Technology School)</i> CTO at ImprovOPS Operations & ITC Consulting https://barcelonatechnologyschool.com/xavier-estruga/</p>	 <p>Piermarco Milione Senior Data Lead at Koa Health https://barcelonatechnologyschool.com/piermarco-milione/</p>	 <p>Maximus Ndaboka Global Head of Master Data at Lindt & Sprüngli https://barcelonatechnologyschool.com/maximus-ndaboka/</p>

XperiencEd® 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

 **Duration:** 13 months

 **Language:** English

 **Format:** 100% Online

 **Investment:** \$17.940



Contact us today to learn more!

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