

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 and Cloud Analytics** 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, and cloud analytics**, 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:

- Master **Business Analytics, statistics, and data cleansing**, using tools like **Power BI, R, SQL, and cloud technologies**.
- **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 for business insights. | 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 and analysis. | 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 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: \$14,950



Language: English

Contact us today to learn more!



www.ucenfotec.ac.cr



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START YOUR JOURNEY TODAY!

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