



Master in
**Business Intelligence
and Analytics for
Business Administration**

Official Degree from University of Murcia



UNIVERSIDAD
DE MURCIA



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>>> ABOUT US



ENAE

International Business School of
Business University Foundation of
the Region of Murcia.

Empowering

next-gen business leaders

Building

professional development opportunities

International Presence

in institutions from around the
world

Center affiliated with:



FORMING LEADERS SINCE 1988

- | | |
|--------------------------------|--------------------------|
| 01// Continuous training | 04// Professional growth |
| 02// International recognition | 05// Practical tools |
| 03// Entrepreneurship | 06// Networking groups |



Rankings

ENAE is ranked
among the best
Business Schools



Ranking 2025

#6

Master in International Trade

Category: Recent graduates and young professionals

#7

Global Executive MBA

Category: Executive Programmes

#12

International MBA

Category: MBA

#4

Magistrae

Category: Senior Management

QS STARS



Introduction to the Master's Degree

Throughout the Master's Degree program, students acquire practical skills in applying new technologies related to the Big Data phenomenon, modern predictive analytics and data visualization tools.

This program offers students a global perspective during this data and information technology-based era, based on five major areas.



Data Management



Business Analytics



Big Data



Data Science



Leadership and Management Skills



Target audience

Professionals

who wish to boost and expand their business intelligence knowledge and skills



At ENAE, we train you to stand out and lead in a constantly changing world. You will learn how to apply **ChatGPT** and **Artificial Intelligence** to:

- *Work more creatively and efficiently*
- *Transform ideas into results*
- *Be the professional who makes a difference*

*Included in all **ENAE master's degrees**



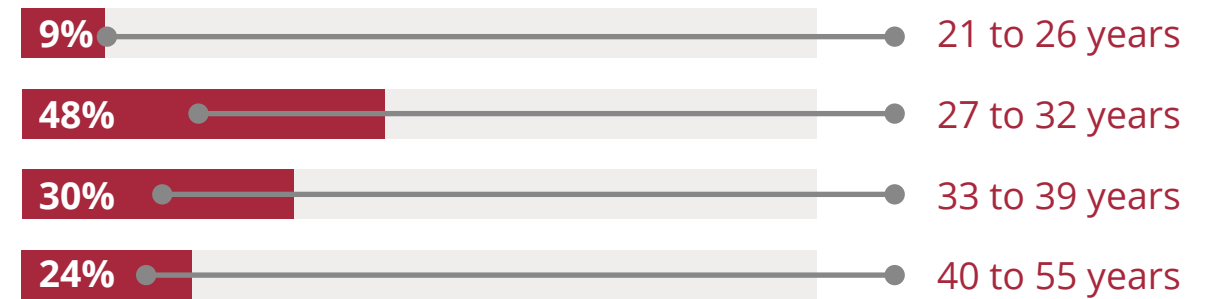
Student profile

ENAE Business School seeks to train the best professionals and provide them with tools to create value in both companies and the society at large.

> Entrepreneurial attitude.
Leadership.
Ability to work as a team.
Sense of professional ethics.



> Age



> Sex

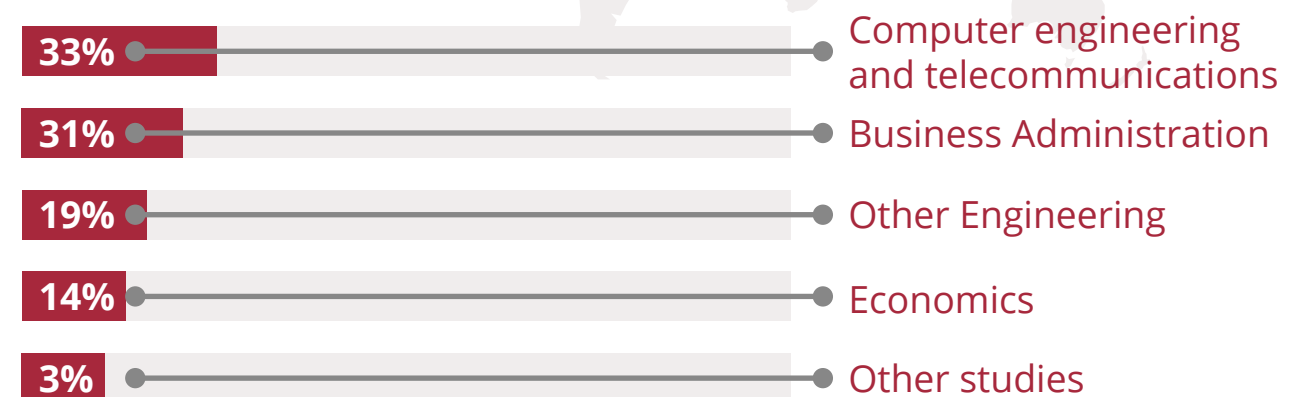


> Nacionalities

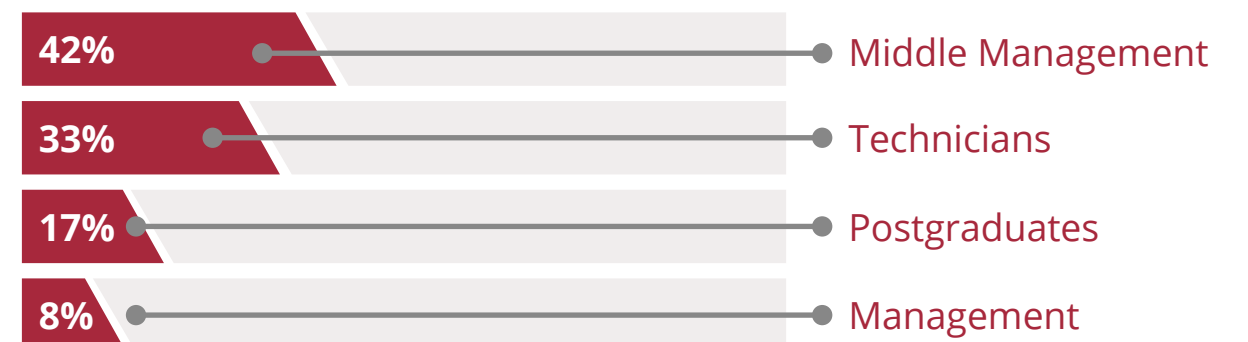
- Spain
- Colombia
- Costa Rica
- Italy
- Honduras
- Panama



> Qualifications



> Category



Our vision

In today's knowledge and information-based society, more companies are demanding professionals with expertise in data analysis. The market is looking for top-level professionals who can add value to the company by streamlining processes and providing agile, efficient, and high-quality solutions.



The Master's Degree program is created to help professionals who want to improve and broaden their business intelligence expertise and abilities to become leaders in key fields, as well as those who desire to shift their career towards the modern and innovative field of data science. You are just starting your journey, and we are here to provide you with the necessary training to chart your course.





Objectives of the Master's Degree

This training program is designed in five distinct areas to empower you to apply new technologies related to the Big Data phenomenon and modern predictive analytics and data visualization tools. This is one of the major challenges when using Artificial Intelligence algorithms.

01 // PROCESS IMPROVEMENT

Acquire knowledge on processes and technologies that are designed to enhance and improve company performance, with a particular emphasis on tools such as Business Intelligence (BI).

02 // BIG DATA TREATMENT

Get ready for the challenges posed by the Big Data phenomenon, its fundamentals, associated technologies, and the best way for companies to handle Big Data projects.

03 // PREDICTION AS A STRATEGY

Learn to use predictive analytics tools and Data Science.

04 // ANALYTICAL AND CRITICAL CAPACITY

Grasp all the possibilities and benefits of data management and analytics for companies.

> KNOWLEDGE, TECHNOLOGY AND PERFORMANCE

This Master's Degree aims to provide students with the latest technologies and techniques in data science to improve business performance.

> BIG DATA CHALLENGES

The program addresses the challenges posed by big data, including data storage, management, and analysis.

> TOOLS

The program covers a wide range of tools and technologies used in data science, including programming languages, data visualization, and machine learning.

> DATA UNDERSTANDING

The program emphasizes understanding the underlying data and how it can be used to drive business decisions.

Methodology

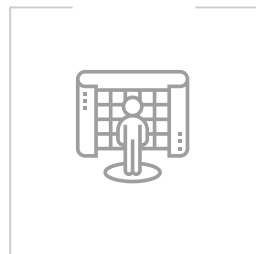
- > **Internship**
program
- > **Experience-based learning**
ENAE active methodology
- > **Bussines**
plan

01 //



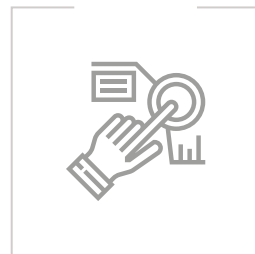
RELATIONSHIP
BETWEEN THEORY
AND PRACTICE

02 //



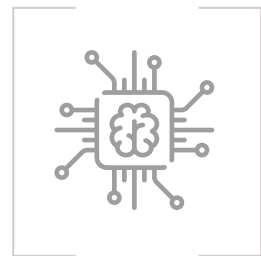
CASE STUDIES

03 //



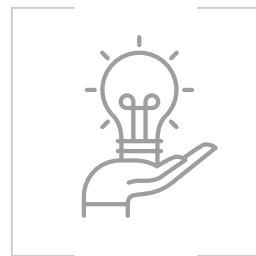
VIRTUAL CAMPUS
STUDENT POINTS
OF VIEW

04 //



**NEW
TECHNOLOGIES**

05 //



**MASTER'S
THESIS**

**Learning
Training
Networking
Experience
Real cases
Tutoring assistance**





Design your Future

360 Learning

Through our new training model, students may select the training modality that best suits their needs: either 100% online or a combination of in-person and online classes, without losing the opportunity to interact with their teachers and classmates in real time.

The essence of in-person training is maintained through a live platform that facilitates online classes. This new training model is complemented by a Virtual Campus in which the student has access to all learning resources, class recordings, as well as additional content such as webinars and online resources.

By combining the best of both worlds, which include in-person training and online training, this model provides students with greater flexibility, custom training, and the development of digital skills.

Choose your modality:

01 //

Online learning

Enjoy live online classes as if you were present in the classroom or access class recordings on-the-go.

02 //

Oncampus

Experience first-hand our self-developed “Learning by doing” method. Face-to-face classes two days a week, usually on weekends, Friday afternoon and Saturday morning

03 //

Blended with stay

The blended-with-stay learning option merges the best of face-to-face and online training in two stages:

- > **Online stage:** weekly online classes via our Virtual Campus.
- > **Onsite stage:** a 2-3 week stay in Murcia with intensive face to face classes in the morning and afternoon, as well as networking activities, company visits, and professional conferences.

Academic Program

Master in Business Intelligence and Analytics for Business Administration

BASICS OF DATA SCIENCE AND BIG DATA

Core concepts, data lifecycle, roles, ethics, architectures, and use cases for generating business value from data.

ENTERPRISE DATA WAREHOUSE BASED ON RELATIONAL DATABASE MANAGEMENT SYSTEMS

Dimensional modeling, SQL, ETL/ELT processes, data quality, and governance for building and exploiting enterprise data warehouses.

DATA LAKE AND SQL DATABASES

Data lake architecture, columnar formats, partitioning, bulk ingestion, querying with SQL engines, and data governance/security.

FUNDAMENTALS OF DATA SCIENCE STATISTICS

Probability, inference, estimation, hypothesis testing, sampling, regression, and assumption checking for data-driven decision-making.

TOOLS FOR DATA SCIENCE I. R LANGUAGE

Data wrangling with tidyverse, visualization with ggplot2, statistical modeling, reproducible reporting (RMarkdown), and programming best practices.

TOOLS FOR DATA SCIENCE II. PYTHON LANGUAGE

Python ecosystem (pandas, numpy, scikit-learn), notebooks, visualization, APIs, testing, and packaging for productive data science workflows.

TIME SERIES

Decomposition, stationarity, ARIMA/SARIMA/Prophet, forecasting, evaluation metrics (MAPE, RMSE), seasonality, and calendar effects.

DASHBOARDS AND REPORTING

KPI design, data storytelling, Power BI/Tableau, DAX/LOD expressions, performance optimization, governance, and user adoption.

DATA MINING AND MACHINE LEARNING

Supervised and unsupervised learning, feature engineering, cross-validation, model selection, pipelines, and evaluation metrics.

BIG DATA PARADIGM

Hadoop, Spark, batch/streaming processing, Lambda/Kappa architectures, microservices, orchestration, and scalable distributed environments.

WORKSHOP: Deep Learning

Neural networks, CNNs, RNNs, regularization, transfer learning, and model training using TensorFlow/PyTorch on GPUs.

WORKSHOP: Social media sentiment analysis

API data collection, NLP techniques, embeddings, sentiment classification, temporal visualization, and brand monitoring.

WORKSHOP: Spatial Analytics

Geospatial data, GIS tools, projections, geocoding, spatial clustering, heatmaps, and accessibility analysis.

WORKSHOP: Marketing 360. LOYALTY/ABANDONMENT MODELS

Churn modeling, RFM segmentation, scoring, uplift modeling, and personalized campaign activation strategies.

COGNITIVE SERVICES AND MACHINE LEARNING FOR BIG DATA IN THE CLOUD

Managed services (AWS/GCP/Azure), AutoML, MLOps, serverless deployment, scalability, and production monitoring.

WORKSHOP: Recommender systems

Collaborative filtering, content-based models, hybrid approaches, factorization machines, and evaluation (precision@k, MAP, cold-start handling).

WORKSHOP: People analytics

Turnover and performance models, talent analytics, fairness, bias mitigation, privacy, and ethical use of HR data.

WORKSHOP: Fintech

Credit scoring, fraud detection, financial time series, explainable models, regulation compliance, and risk modeling with ML.

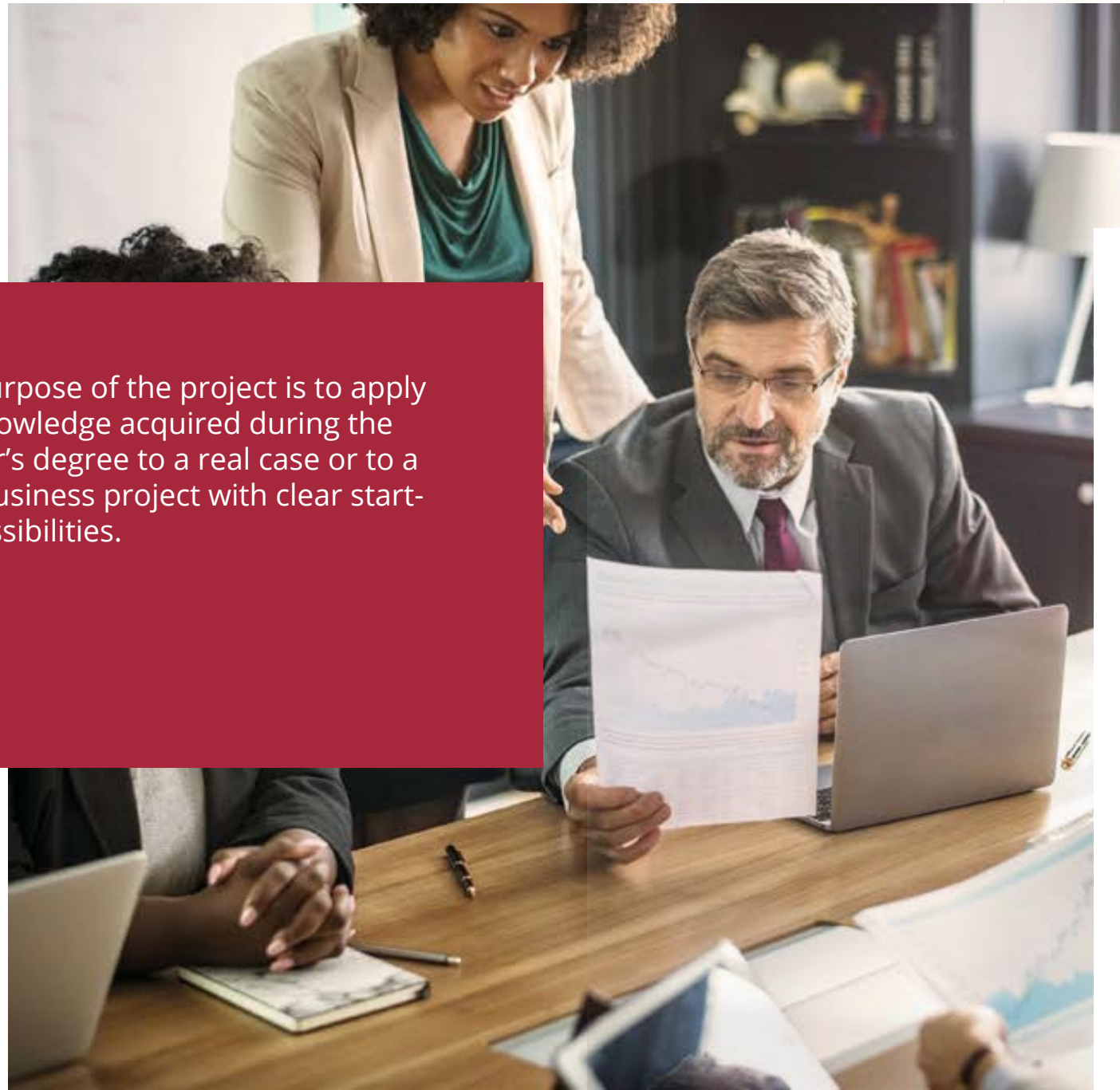
WORKSHOP: Open Data

Public data sources, licenses, scraping/APIs, normalization, enrichment, and value creation from reusable open datasets.



Master's Thesis

The purpose of the project is to apply the knowledge acquired during the master's degree to a real case or to a new business project with clear start-up possibilities.



The objective is to prevent good business ideas that students come up with upon acquiring knowledge during the course, from simply becoming evaluation work, when they can be immediately applied to companies already in operation or even to generate new companies.

Over the course of the project, a tutor will be available to support students as well as advise participants and guide them during the implementation. Tutors have their specific roles.

Projects will be defended before an examining board, which will evaluate them according to the criteria established for said purpose.

> **Improvements**
at existing
companies.

> **Creation**
of new lines of
business.

> **Implementation**
in existing
companies.

Company Internships and Employability

ENAE students are supported throughout by our expert careers advisory service.

In addition, students will gain access to our unrivalled professional network, further boosting their career prospects.



200+ Agreements

Complete your training in EU companies as part of our internship program.

Students who wish to advance their careers can take advantage of this opportunity by acquiring a highly qualified position within international organizations.

These internships are optional and last from 2 to 9 months.

I studied Data Science for Business at ENAE.

In Panama, I work in a position in this area, but a master's degree like this is not offered there.

That is why I decided to come to Spain and live this experience, which has been fantastic.

Some of the companies that have relied on ENAE to recruit trained professionals:

Cosentino, AMC Grupo, Swiss Time 1925, Lidl, Adecco, Himoina, SABIC, Terra fecundis, Mahe gestión de residuos, Cementos La Cruz, Zambú Higiene, Embargos a lo bestia, Instituto de Fomento de la Región de Murcia, Howden Spain, Hero España, Laboratorios Grifols, Bosch España, Nido Robotics, Soltec.



Capgemini

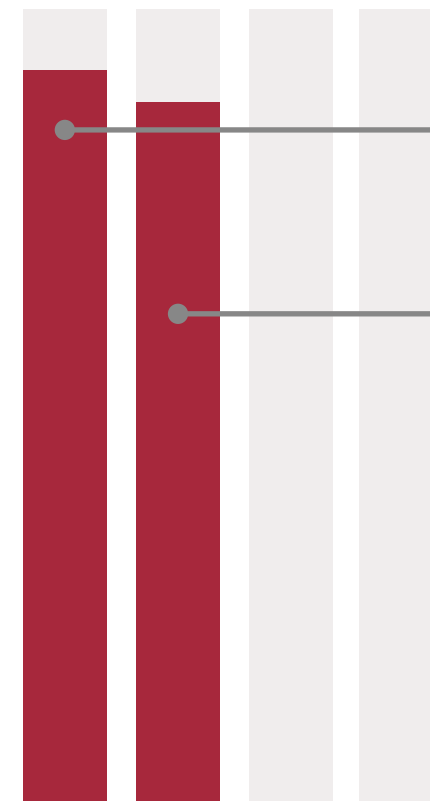
ÁlamoConsulting

Hero

new garden

Finí
it's fun, it's Finí

+1.000
Companies



93%

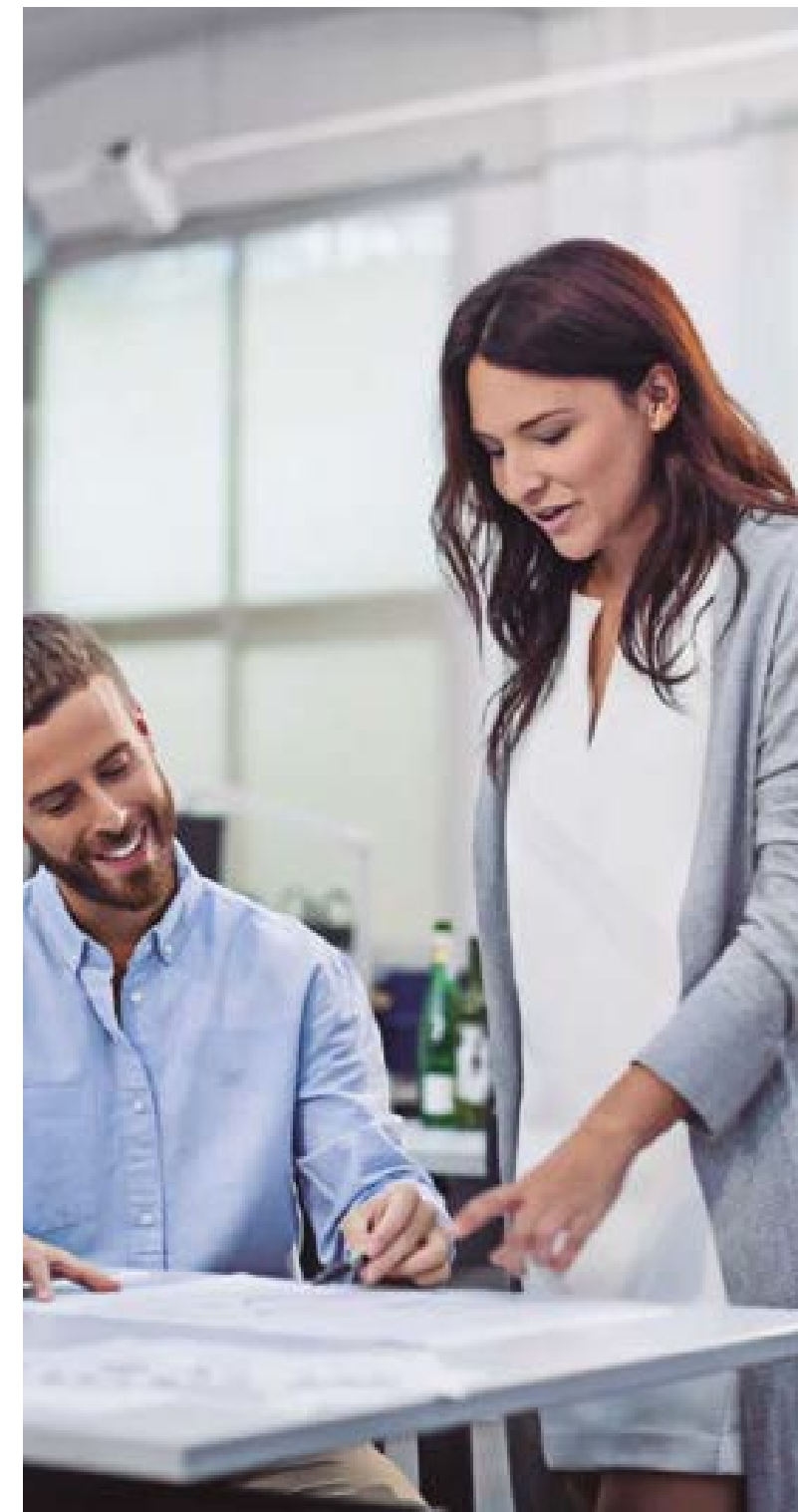
of our students start working by the time they complete their Master's Degree.

91%

of our students achieve professional progress by the time they complete their Master's Degree.

All of our students will form part of the ENAE Business School job bank upon enrollment and will have access to it whenever they wish, even if they have completed their degree program.

Job offers for employment and internships managed every year.



Testimonials from Former Students

HORACIO ANEL MUÑOZ LÓPEZ

Business Intelligence is the present and future. I currently work in this field in Panama, but a master's degree like this is not offered there. That is why I decided to come to Spain and experience this fantastic opportunity.

It has allowed me to learn about another culture, the education system in Spain, and interact with people, which has helped me to grow both personally and professionally. The program itself

was very comprehensive, with a particular emphasis on Business Intelligence and Data Mining. It has provided me with the knowledge and skills I need for my work and has enabled me to develop a company through information management.

This profession is one of the most in-demand in any industry as it allows for better decision-making in a company based on information.

CATHERINE WILSON GONZALES

This year has been one of the best of my life. I chose to pursue a Master's degree in Business Intelligence at ENAE because I wanted to enhance my career and gain the experience of studying abroad. The opportunity to learn about a new culture and the study methods of another country was very appealing to me.

The Master's program is very comprehensive, providing a broad perspective of the business field which, as someone with a more technical background, is incredibly useful. In particular, I found the

creation of the dashboard to be a standout aspect, as it helps to change the culture and way of working of a company, aligning all departments with the overall strategy.

Business Intelligence is a highly sought-after profession in the market, so I would recommend this Master's degree as it is the future, one of the most in-demand professions in any industry today, as it allows for better decision-making in a company based on information.

ENAE

Experience

> GRADUATION CEREMONY

A MOMENT TO REMEMBER

We honour students with their diplomas after a year of dedicated work, perseverance, and gaining knowledge.



Empowering the next generation of business leaders



> NETWORKING

PROFESSIONALS & BUSINESS PEOPLE

Exchanging ideas, experiences and knowledge



> SEMINARS AND CONFERENCES

A wide range of topics covered by top-level speakers

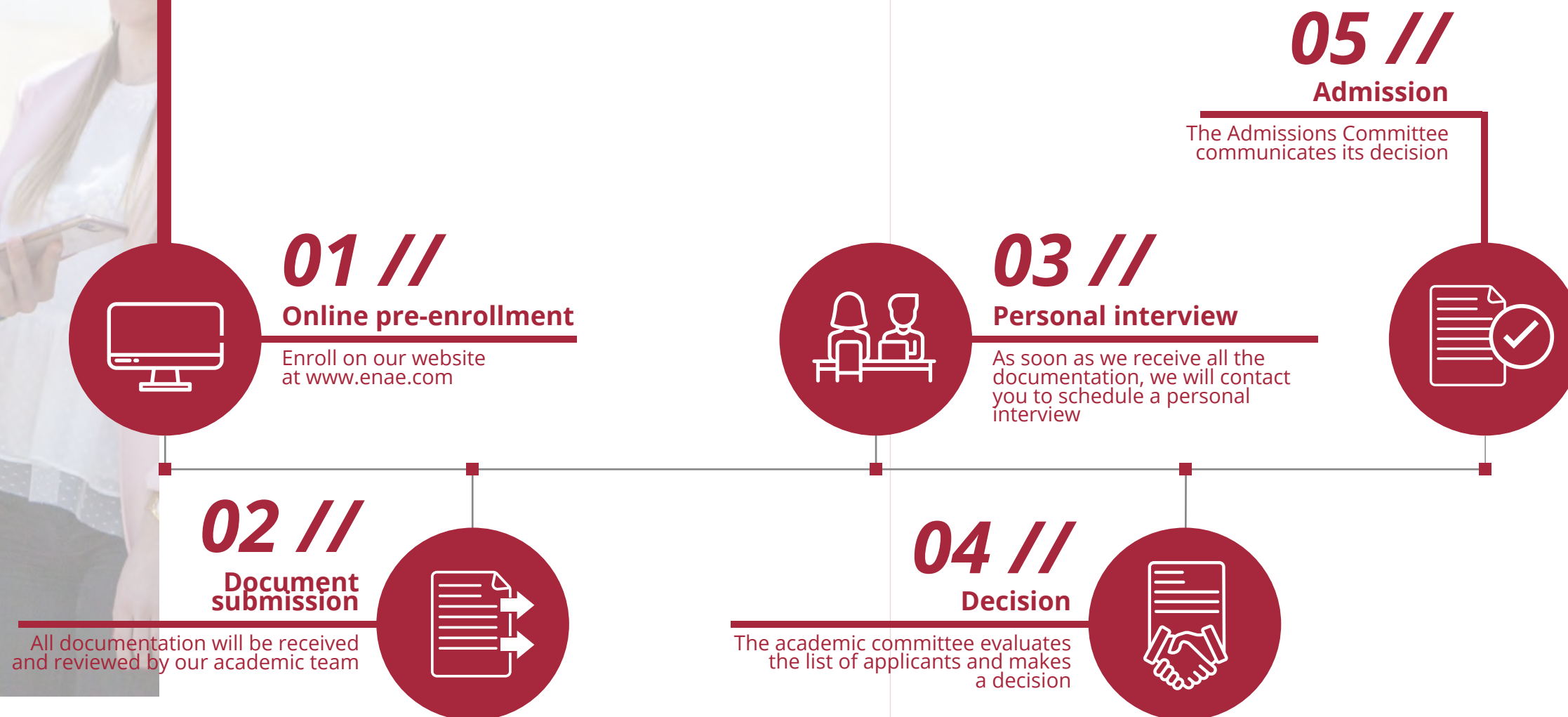




Admission Process

To ensure applicant suitability, all participants must pass an admission process comprising

5 PHASES.



Be motivated to give your best, be eager to learn, have an open-minded attitude, and be ready to forge ahead in an international environment.



Admission Process

English language

Degrees related to the fields of Business Administration and Management, Economics, Finance, Marketing and Work Sciences.

Professionals who, even if they have a different degree from the above, can prove professional experience (in positions for which a university degree is required), in the field of business administration and management, economics, finance, marketing and work science. A minimum of 2 years in a professional category of at least "Technician or Middle Management" in positions related to the areas indicated is required.

This master's degree is taught entirely in English, so students must meet one of the following language requirements:

- > Be a native English speaker (must provide a passport as a national of an English-speaking country).
- > Have an English level certificate B2 or higher or pass an ENAE level test.
- > Proof of official education in English. If a student completed their studies in English, we do not require additional proof of language proficiency.



Faculty

JOSE ANTONIO RODERO

Director at Impulso Directivo



Currently, he is the Director of Impulso Directivo, a consultancy firm focused on advising executives in various areas, especially strategy, business plan development, management control, Balanced Scorecard, marketing, finance, cost management, human resources, etc.

He has worked as Head of the Management Consulting Department at Inforges, as an

associate professor at the University of Murcia, and as a freelance consultant for various companies.

He has participated as a speaker at various national and international conferences and is the author of several book chapters.

MIGUEL LÓPEZ

General Director at ENAE



Since October 2018, he has been the General Director of the Fundación Universidad Empresa de la Región de Murcia and ENAE Business School.

Previously, he was the Financial Director for Spain and Portugal at IBM, and in 2006 he was appointed Financial Director for Greece, Turkey, and Israel as well. In March 2008, he became CFO of Sogeti (CAPGEMINI Group) until September 2010, when he was appointed CFO of the IT Region Mediterranean and Latin Ameri-

ca at AXA. At both ENAE Business School and IE Business School, he teaches Operational Finance and Corporate Governance in the Executive MBA program. He is also an associate professor in the Master's in Insurance Management and in the Senior Management Program in collaboration with ICEA.

RICARDO MORENO

Operations Director at Juver



Director of the Master's Program in Production and Logistics Management at ENAE Business School. For 10 years, he has led the logistics and operations management programs at ENAE Business School.

He is currently also the Director of Master's Final Projects at ENAE Business School. In his teaching experience, he has delivered seminars and been part of the faculty in various MBA programs and in Operations Management in Spain and Latin America.

His main research and professional focus is on Supply and Storage Management within the Supply Chain.

With over 15 years of professional experience in Operations Control and Logistics, he has worked for Hero España S.A. and is currently the Operations Director at Juver Alimentación S.A.

ELENA MÉNDEZ

Director at enEvolucion



Director of the expert network in Human Resources Management and professional development, enEvolucion. Previously, she developed her career at Hewlett-Packard, C.A.S.A., CapGemini, HAY Group, and Europraxis, in areas such as technology, Human Resources, and strategy.

She is a professor at IE Business School in the Senior Management Program (SMP), Executive

MBA, and also participates in advanced programs in the fields of Real Estate, Family Businesses, Audiovisual, Pharmacy, Communication, and In-Company Programs. She also teaches at IED in the Communication and Fashion (HR) course.

ALFONSO SAMPER

General Director at GOR FACTORY



General Director of GOR FACTORY. Throughout his career, he has held roles as General Director and CFO at the FINI GOLOSINAS Group, as well as Audit Specialist at KPMG (Big Four Audit Firms), where he audited more than 50 companies across various sectors, especially in finance, real estate, and industry.

CARLOS TORREGROSA

Senior Vice President at Frumeca



He began his professional career at Filipini as a member of the Engineering Department, later joining HIMOINSA, where he was Head of the Engineering and R&D Department and eventually Project Director.

He joined GRUPO PRAMAC as Head of Engineering for the Power Engineering Division. He was promoted to Plant Manager at Pramac Ibérica, where he led production changes and the industrialization of products, achieving significant cost reductions, resource optimization, and quality improvements.

BALVINDER SINGH POWAR

Founding partner, board member, and director of BOOSTER Space Industries and AERDRON.



Business Mentor at The Founder Institute, one of the largest and most influential startup networks in the world.

Master in Conflict Resolution and Mediation Studies from the University of London. ILM accredited trainer. National Certificate in Labor Mediation, accredited by OCN.

Associate professor and business mentor at IE Business School, he gives lectures around the world on leadership, conflict resolution, team management and motivation, entrepreneurship, and the new Commercial Space Industry.

MIGUEL SOLDÁN BELDA

Founder & CEO of INTERLABORIS



His professional career began as an associate at Sanahuja Cubel law firm. He later worked as HR Manager at Ferrovial Conservación S.A. (FERCONSA), and subsequently at the Unión Española de Explosivos Group as Director of Industrial Relations and then as Human Resources Director of UEE Europe.

He has served as HR Director at the Naturener Group S.A. and is currently Managing Partner at Interlaboris Negociación S.L. He teaches Labor Law and Social Security in the Master's in Legal Advisory (MAJ) and Master's in Auditing programs at IE Business School in Madrid, and

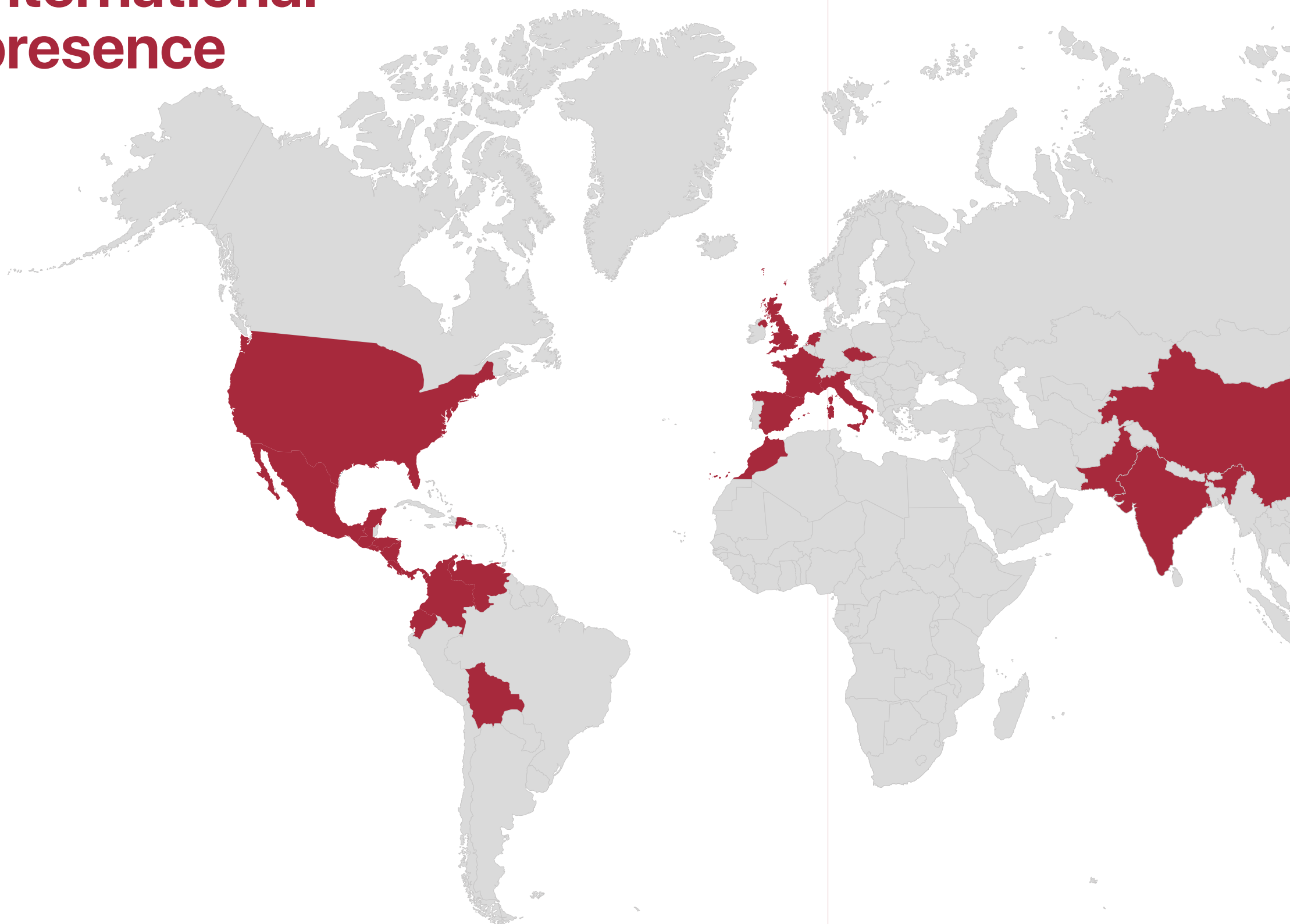
Negotiation in the Master's in Human Resources program at the same institution.

He is a member of the Spanish Association of Labor and Social Security Law, a member of the Negotiation and Mediation Center at IE Business School in Madrid, and since 2003, he has directed the annual seminar "Negotiation in the Labor Field" at IE.





International presence



ENAE
International Business School

- > United States
- > Mexico
- > Guatemala
- > Honduras
- > El Salvador
- > Nicaragua
- > Costa Rica
- > Panama
- > Venezuela
- > Colombia
- > Ecuador
- > Peru
- > Bolivia
- > Dominican Republic
- > United Kingdom
- > Poland
- > Czech Republic
- > Netherlands
- > Italy
- > France
- > Morocco
- > China
- > India
- > Pakistan
- > Spain
- > Ghana



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