



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

Official Degree from University of Murcia



UNIVERSIDAD
DE MURCIA





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

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>>> ABOUT US



ENAE

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

Empowering

next-gen business leaders

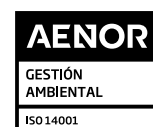
Building

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



#06

Master in International Trade

Category: Recent graduates and young professionals

#12

International MBA

Category: MBA



EL MUNDO



**Best MBAs
in Spain**

#06

Best
**Business Schools
in Spain**

Best Online Master's Degrees

#02

**International
Trade**

#04

**Master in
Agribusiness
Management**

ENAE is ranked
among the best
Business Schools

Ranking 2025

#07

Global Executive MBA

Category: Executive Programmes

#04

Magistrae

Category: Senior Management



#10

**Master in
IA & Data Science
Spain**



#06

**Master in
Global Supply Chain
Management
Spain**



#07

**Global
Executive MBA
Spain**



#09

**Master in
International and
Digital Marketing
Spain**



#08

**Master in
Corporate Finance
Management and
Fintech
Spain**



#03

**International
Trade
Spain**



#13

**Master in
Organizational Risk
Management
Spain**



#09

**International
MBA
Spain**

Introduction to the Master's Degree

The **Master in Business Intelligence and Analytics for Business Administration** is designed to develop skills in advanced analytics, machine learning, and AI strategies.

Participants will gain competencies in Python, SQL, deep learning, and key tools, culminating in an applied project.



Data Management



Business Analytics



Big Data



Data Science



Leadership and Management Skills



Artificial Intelligence



Target audience.

> Data analysts

who want to deepen their knowledge in machine learning and artificial intelligence.

> Software engineers

focused on data-driven solutions.

> Business professionals

interested in advanced analytics for strategic decision-making.



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**



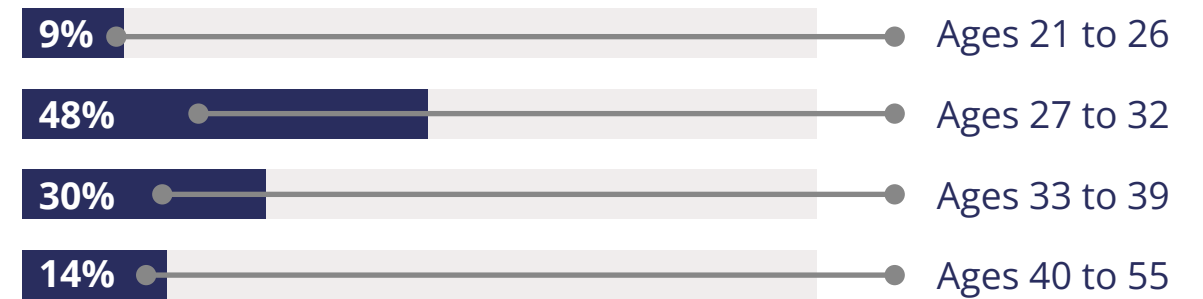
Student profile

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



> Gender



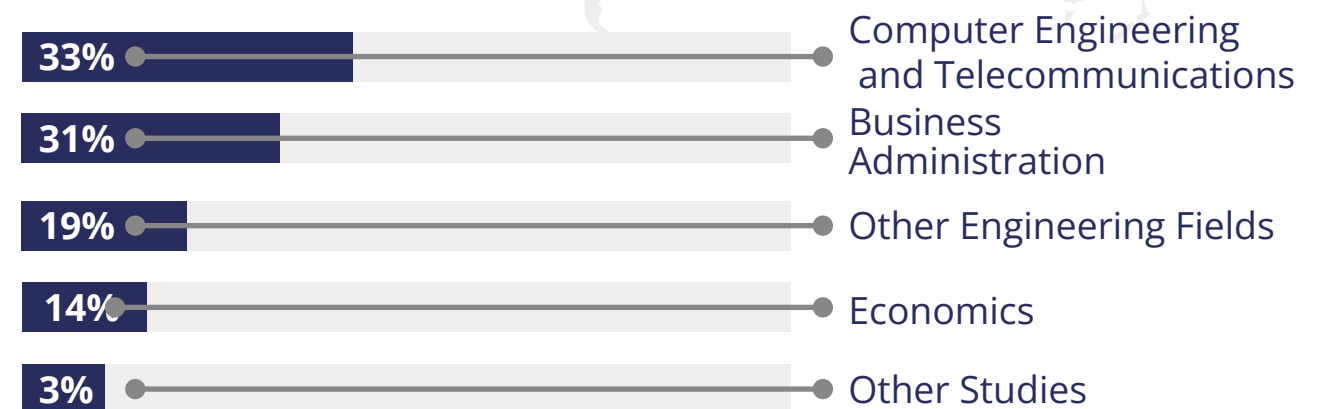
> Nationalities

- Spain
- Colombia
- Costa Rica
- Honduras

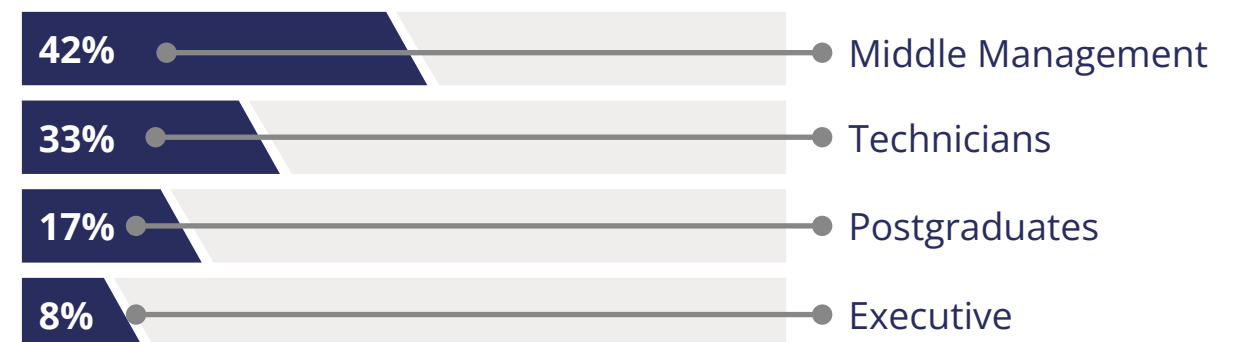
- Italy
- Panama



> Titulaciones



> Categoría



Our Vision

In today's knowledge and information society, the demand for professionals with this skill set is growing rapidly. Companies are increasingly seeking high-level professionals with expertise in data analysis who can add value by streamlining processes and delivering agile, effective, and high-quality solutions.



This master's program is designed for professionals who want to strengthen and expand their knowledge and skills in business intelligence to take on leadership and strategic roles. It is also ideal for those looking to transition into the dynamic and emerging field of data science.

Your journey has just begun. Unlock it with our training.

Certification

An official master's degree or university master's degree is a specialised programme within a specific area or field, whose qualification is validated by the relevant public bodies and is therefore recognised by the State.

In Spain, official master's degrees are regulated by the National Agency for Quality Assessment and Accreditation (ANECA) and are recognised by the member countries of the European Higher Education Area (EHEA).



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Objectives

The Master's degree program has been designed to provide students with practical skills in the latest technologies associated with Big Data, as well as modern predictive analysis and data visualization tools that are essential in this field.

The curriculum covers five well-defined areas, which include optimizing and improving a company's performance using Business Intelligence (BI) tools, preparing students for the challenges of the Big Data phenomenon, and equipping them with the necessary skills to tackle Big Data projects effectively. Students will also learn about predictive analysis and Data Science, and how these can be used to manage and analyze data for the benefit of companies.

PRACTICAL SKILLS

Latest technologies associated with Big Data.

PREDICTIVE ANALYSIS & DATA VISUALIZATION

Modern tools that are essential in this field.

BUSINESS INTELLIGENCE (BI)

Optimizing and improving a company's performance.

DATA SCIENCE & BIG DATA PROJECTS

Managing and analyzing data for the benefit of companies.

01 //

DATA MANAGEMENT

Management of data and information from a global business perspective.

02 //

BUSINESS ANALYTICS

Analysis methods used to improve business performance and decision-making.

03 //

LEADERSHIP AND MANAGEMENT SKILLS

Strategic and managerial capabilities for leadership roles in key business areas.

04 //

BIG DATA

Teach advanced techniques for collecting, organizing, and analyzing large datasets, maximizing their value.

Methodology

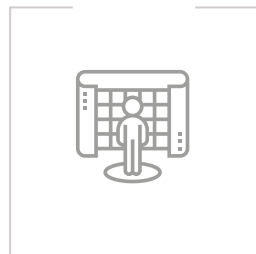
- **Internship**
program
- **Experience-based learning**
ENAE active methodology
- **Bussines**
plan

01 //



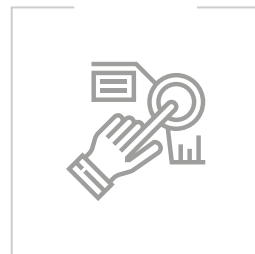
RELATIONSHIP
BETWEEN THEORY
AND PRACTICE

02 //



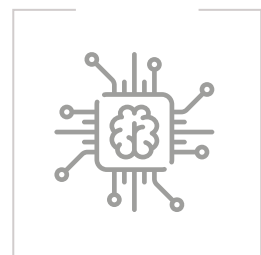
CASE STUDIES

03 //



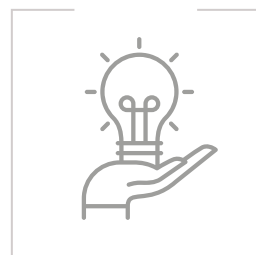
VIRTUAL CAMPUS
STUDENT POINTS
OF VIEW

04 //



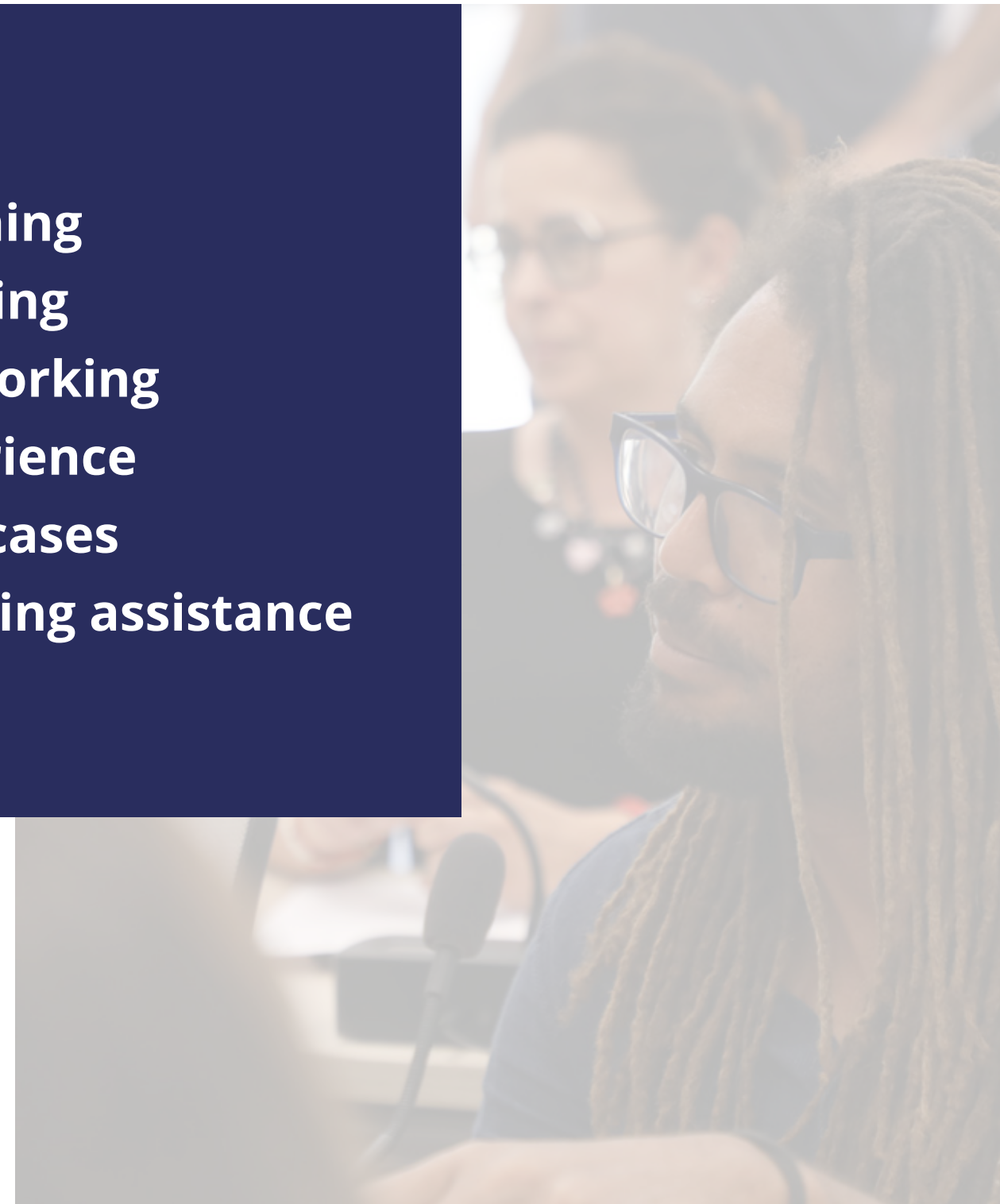
NEW
TECHNOLOGIES

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 //

Blended learning with stay

The blended-with-stay option merges the best of face-to-face and online training, offering a 3-week in-person residency program at the ENAE Business School.

03 //

Oncampus learning

In this flexible modality, face-to-face training is combined with live virtual classes and online activities.

Academic Program

Master in BUSINESS INTELLIGENCE AND ANALYTICS FOR BUSINESS ADMINISTRATION

STRATEGIC MANAGEMENT OF DATA-DRIVEN COMPANIES. BALANCE SCORECARD AND BUSINESS INTELLIGENCE

Focuses on the strategic role of business intelligence in the digital transformation of companies and on the methodological phases of a data science project.

LANGUAGES AND WORKFLOW TOOLS FOR DATA PROCESSING

Covers the fundamentals of data processing, workflow tools, and the use of Python for business data processing.

THE BIG DATA PARADIGM APPLIED TO BUSINESS DECISION-MAKING

Explains business data sources, Big Data architectures and cloud tools, as well as legal and ethical issues in data processing and AI.

DESCRIPTIVE ANALYSIS, PREDICTION, SEGMENTATION AND RECOMMENDATION APPLIED TO THE BUSINESS

Introduces exploratory analysis, data visualisation, and machine learning models for prediction, clustering, and recommendation in business.

DEEP LEARNING APPLIED TO BUSINESS

Focuses on neural networks, sequence processing, and deep learning models for time series, text, and images in business contexts.

DECISION MAKING AND MONITORING MODELS APPLIED TO BUSINESS

Covers multi-criteria decision models, KPIs, dashboards, and reporting with business intelligence tools such as Power BI.

PRACTICAL APPLICATIONS OF BUSINESS INTELLIGENCE FOR FINANCE AND PROCESSES

Develops end-to-end BI and data science cases for finance and process areas through practical workshops.

PRACTICAL APPLICATIONS OF BUSINESS INTELLIGENCE FOR CUSTOMER AND PEOPLE MANAGEMENT

Develops end-to-end BI and data science cases focused on customer and people management through applied workshops.

ACADEMIC EXTERNAL PRACTICES

Consists of compulsory external internships in companies, supervised by both a company tutor and an academic tutor.

MASTER THESIS

A personal and autonomous project that integrates the contents and learning outcomes acquired throughout the programme under tutor supervision.





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 ensure that the business ideas students develop throughout the programme do not remain merely as assessment work, but can be immediately applied in existing companies or even lead to the creation of new ones.

Throughout the project, a tutor will be available to support, advise, and guide students during the implementation process. Tutors will have specific roles.

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

> **Improvements**
at existing
companies.

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

> **Implementation**
in existing
companies.

Some of the companies where our Master's students have completed internships this year include:

Capgemini Spain, Fini Golosinas, Hero Spain, New Garden Spain, Telecomunicación de Levante, Álamo Consulting, and World Summit, among others.



Capgemini

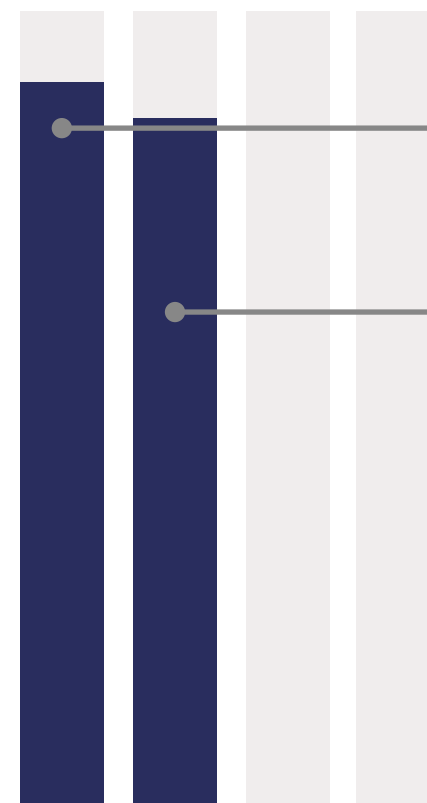


Hero

new garden

ÁlamoConsulting

+1.000
Companies



93%

Our students are employed upon completing the Master's program.

91 %

Our students achieve career advancement upon completing the Master's program.

All our students become part of ENAE Business School's job bank from the moment they enroll and will have lifetime access, even after completing their studies.

Job and internship opportunities managed each year with leading companies.



Alumni Testimonials

HORACIO ANEL MUÑOZ LÓPEZ.

“Business Intelligence is the present and the future.”

In Panama, I work in this field, but there's no Master's program like this one available there. That's why I decided to come to Spain and live this amazing experience. Thanks to it, I've had the chance to discover a new culture, learn about Spain's education system, and interact with people, which has allowed me to grow both personally and professionally.

As for the program, I found it very complete — especially the modules on Business Intelligence and Data Mining, which gave me the knowledge I need for my job. These tools allow you to help grow a business through the effective management of information.

This profession is currently one of the most in-demand across all sectors, as it enables better decision-making based on data.

CATHERINE WILSON GONZALES.

“This year has been one of the best of my life.”

I chose to study the Master in Artificial Intelligence for Business and Data Science at ENAE because I wanted to complement my career and experience studying abroad. The opportunity to discover a new culture and learn a different educational methodology really appealed to me.

The master's program is very comprehensive and offers a valuable business perspective — especially helpful for someone like me, with a more technical background.

What stood out to me the most was the creation of dashboards, as they help transform a company's culture and way of working by aligning all departments with the overall strategy.

Business Intelligence is a profession that is increasingly in demand, and I highly recommend this master's program because it truly represents the future.

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

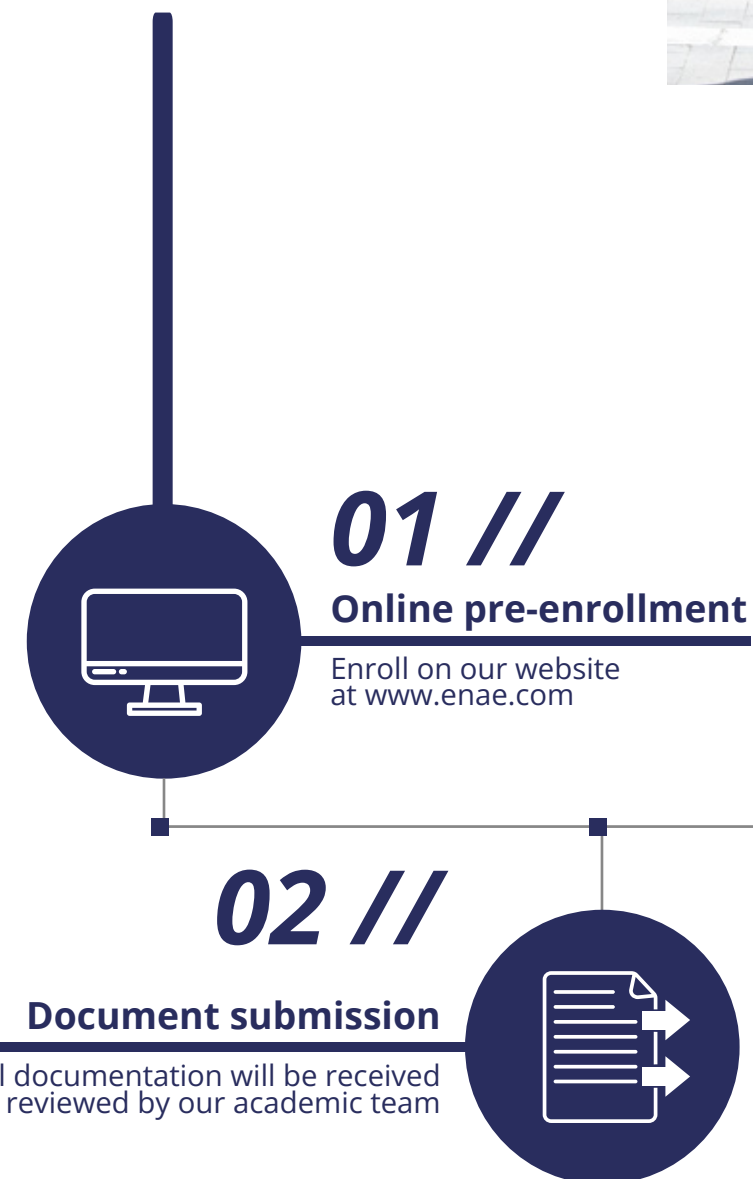




Admission Process

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.

05 //

Admission

The Admissions Committee communicates its decision



Faculty



Information subject to changes in dates, content and/or teaching staff. See legal notice.

Legal Notice:

ENAE Business School reserves the right to modify, reschedule or replace—in whole or in part—the dates, content and/or teaching staff of its master's programmes and courses for organisational reasons, academic updates, teaching staff availability or force majeure; such changes, which will be duly communicated, do not in themselves constitute a breach of contract or give rise to any right to compensation, without prejudice to the rights recognised to students by applicable regulations.

MARIO DE FELIPE PÉREZ

Head of Innovation and Transformation | Head of Analytics and Data |
Lecturer in Business Analytics, Big Data, and Data Science



Senior executive and academic professional with extensive experience leading innovation, business transformation, and data-driven strategy. Currently serving as Head of Innovation and Transformation and Head of Analytics and Data, with a strong focus on driving organizational change, fostering innovation, and leveraging analytics to improve decision-making and business performance.

In addition to executive responsibilities, also serves as a lecturer in leading postgraduate programs, including the Master's Degree in Business Analytics and Big Data and the Master's Degree in Business Intelligence and Big Data at EOI Escuela de Organización Industrial. Also teaches Business Analytics in the Master in Creation and Management of Innovative Companies, and Data Science Fundamentals in the Master's program at ENAE Business School.

Combines strategic leadership with academic expertise in business analytics, big data, business intelligence, data science, and innovation management, helping organizations and professionals navigate digital transformation and develop data-driven capabilities.

JOSÉ JAVIER GALÁN

PhD in Data Science | Head of Systems at CED | Associate Professor at Complutense University



PhD in Data Science from the Complutense University of Madrid. Computer Engineer. Master's Degree in IT Project Management.

Head of the Systems Department, with responsibilities as a Programmer and CED Systems Administrator. He has worked on systems projects and as a trainer for consulting firms and companies such as El Corte Inglés, Comel, JCDecaux, and Complumática, among others.

Associate Professor at the Complutense University of Madrid, the European University, and the University of Alcalá.

Author of numerous publications, some indexed in JCR Q1 and JCR Q2, as well as book chapters (MacGraw Hill and Scopus) and contributions to national and international conferences.

JULIÁN GÓMEZ CUADRADO

Computer Engineer from ICAI. Master's Degree in Big Data and Business Analytics from CIFF–University of Alcalá de Henares.



He has over 20 years of experience in IT, new technologies, and data analytics. He worked at Grupo Ibermática in various business units, gaining hands-on experience in technical skills and competencies, pre-sales, and client management (insurance and banking, Iber2net—the Group's Internet company, applied research, R&D in European projects, SAP–public sector, etc.).

He has provided professional services for several companies in the areas of development and consultancy: product design and development, IT project management, and collaboration in defining and monitoring strategic plans for architecture and systems. He has participated in innovation projects involving technolo-

gies applied to business environments (Repsol, Endesa, Red Eléctrica, Gamesa, Acciona, HotelBeds, among others, as well as internal projects at OXFERA). He led the technical team for an R&D project in collaboration with the University of Salamanca.

Currently, he works in Big Data architecture and Data Analytics for HR, including descriptive statistics, Machine Learning, classification models, and Natural Language Processing (NLP), using Python and R environments. He also works with visualization tools (Tableau, QlikView, etc.) and dashboard creation; Big Data architectures (Kafka, Spark, etc.), NoSQL databases (graph, document-based, etc.), and indexing systems (SOLR and Elasticsearch).

IÑIGO ALONSO DE LAS FUENTES

Master's Degree in Data Science | Computer Engineer | Data Science Consultant at IBM | Associate Professor in Machine Learning and Deep Learning



Master's Degree in Data Science from the University of Granada. Degree in Computer Engineering from the University of Deusto. Data Science Consultant at IBM performing consulting tasks for other companies, supporting decision making through predictive modelling, data analysis and insight.

Previously, he worked as a Data Scientist in a leading retail company in Northern Spain. He is an associate university profes-

sor in advanced Machine Learning techniques and a lecturer in the ENAE Business School's own Master's Degree in Data Science, teaching the subject of Deep Learning.

ROCÍO GONZÁLEZ MARTÍNEZ



PhD in Data Science. She holds a degree in Mathematical Sciences with a specialization in Statistics from the Complutense University of Madrid, a Master's Degree in Education with a specialization in Mathematics from Camilo José Cela University, and an Expert Certification in Neuromarketing from the University of Alcalá de Henares. She is currently pursuing a PhD in Data Analysis at the Faculty of Statistics of the Complutense University of Madrid.

She has over 20 years of experience in Data Analysis and Data Mining, with a specialization in the Retail and Banking sectors. As Head of External Communication

at IKEA, she led brand launches and store openings in Portugal. Other clients she has worked with include Makro, El Corte Inglés, Barclays, Fujitsu, Self Trade Bank, and IBM. She was a pioneer in the development of predictive models, customer scoring, clustering, RFM models, basket analysis, the application of Big Data to Human Resources, customer lifecycle analysis, campaign testing, among others.

An honorary professor at the Complutense University, she is a regular speaker at various national and international business schools, including ESADE, UCM, MSMK, and EOI.

MIGUEL CAMACHO RUIZ

Telecommunications Engineer from the Polytechnic University of Madrid and Electrical Engineer from the Illinois Institute of Technology. PhD in Data Science from the Complutense University of Madrid.

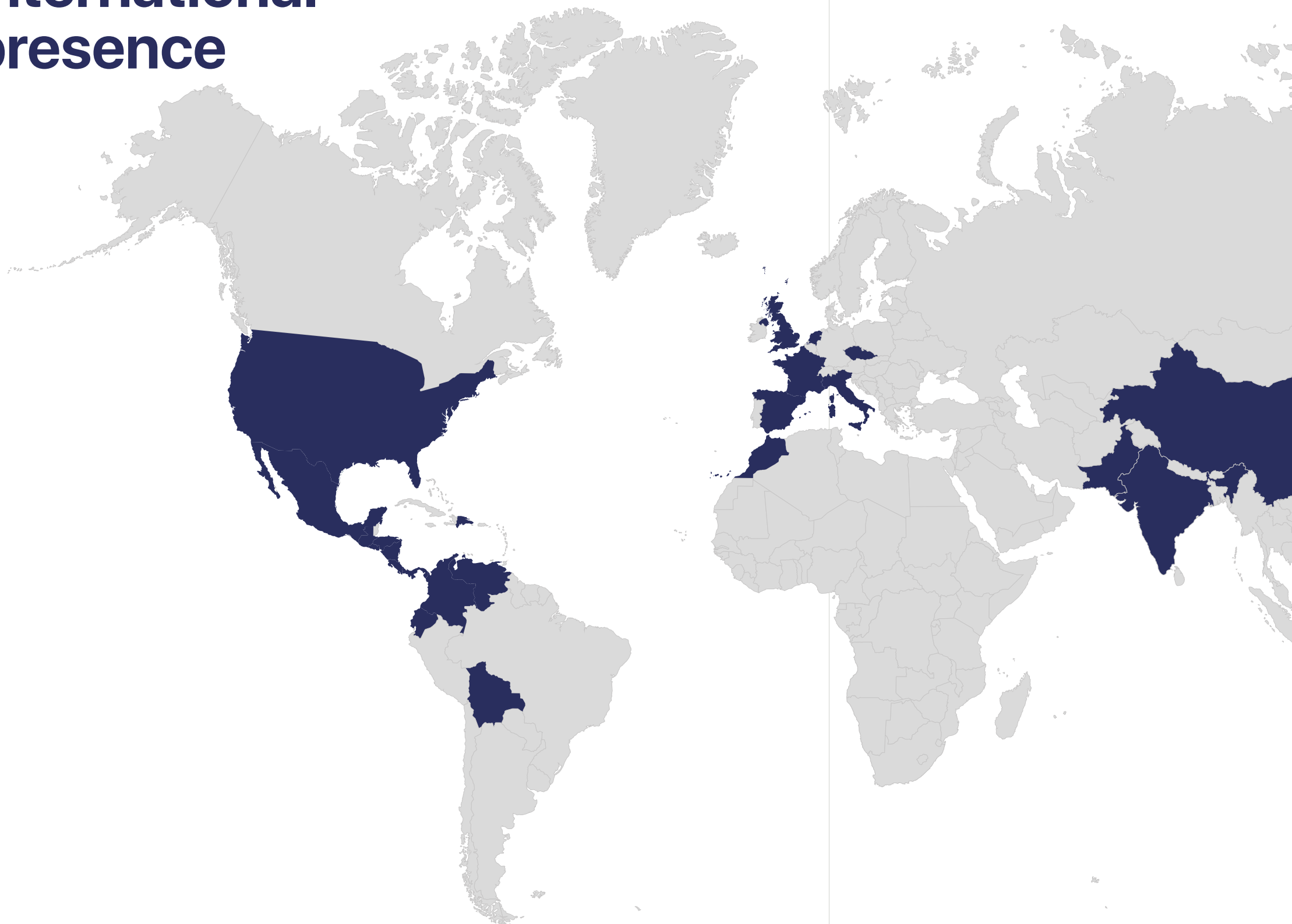


More than 15 years of experience in data science and artificial intelligence. Throughout his professional career, he has always been closely linked to new technologies associated with Big Data and Machine Learning. He has created and directed AI master's programs such as the Master's in Artificial Intelligence and Deep Learning, the Master's in Healthcare Big Data, and the pioneering Master's in Sports Big Data at Big Data International Campus, where he also served as Academic Director.

Currently, he is the CTO of aMarte and combines this role with his teaching activities at Complutense University of Madrid and various business schools.



International presence



- > 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



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