# esade
### RAMON LLULL UNIVERSITY

# Master in Business Analytics

## Driving business value with data and AI

Esade's MSc in Business Analytics equips you to transform data into strategic decisions.

Designed for students from both business and STEM backgrounds, the program blends technical training in AI, cloud computing, and Python with real-world experience through Capstone projects and AWS-certified content.
You'll graduate ready to bridge the gap between data and leadership, driving innovation and value across industries.
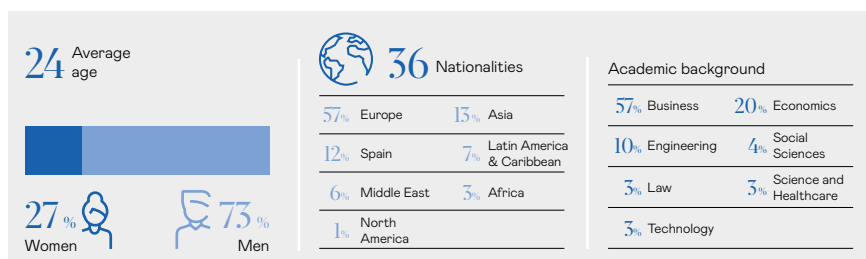
## What will you learn?

→ How to work in multidisciplinary groups on a big data and data analytics projects with guidance from business experts.

→ How to design big data and data analytics projects with your fellow students using commercial and open source platforms including Spark and AWS.

→ How to develop data analytics projects using Python, as well as the standard data science libraries and tools.

→ Specialist understanding of how big data and data analytics are used in finance, marketing, and retail focusing on the Fourth Industrial Revolution, the IoT, and smart cities.

## Career opportunities after the program

With the MSc in Business Analytics, you'll be ready to make an impact across industries—from banking and pharmaceuticals to marketing research and consulting. You'll be equipped to work in areas like operations, marketing, finance, and product development, using data to improve decision-making, forecast trends, and drive innovation. Whether you see yourself as a Data Scientist, Marketing Analyst, Business Intelligence Consultant, or even a future Chief Data Officer, this program gives you the tools to shape your own path and lead the way in data-driven business.

## CLASS PROFILE

**24** Average age

**27 %** Women          **73 %** Men

**36** Nationalities

| | | | |
|---|---|---|---|
| 57% | Europe | 13% | Asia |
| 12% | Spain | 7% | Latin America & Caribbean |
| 6% | Middle East | 3% | Africa |
| 1% | North America | | |

Academic background

| | | | |
|---|---|---|---|
| 57% | Business | 20% | Economics |
| 10% | Engineering | 4% | Social Sciences |
| 3% | Law | 3% | Science and Healthcare |
| 3% | Technology | | |

## PLACEMENT

**96 %** Students employed after 3 months

**43 %** Found a job outside their home country

### Placement by sector:

| | |
|---|---|
| **29%** | Technology |
| **24%** | Consulting services |
| **22%** | Financial Services |
| **7%** | Manufacturing |
| **5%** | Retail |
| **2%** | Transportation & Logistics |
| **2%** | FMCG |
| **2%** | Accounting services |
| **2%** | Healthcare |
| **5%** | Other |

### Placement by function:

| | |
|---|---|
| **49%** | Business/Data Analytics |
| **22%** | Consulting |
| **7%** | Information Technology |
| **7%** | Marketing/Sales |
| **7%** | Finance |
| **2%** | Operation/Logistics |
| **2%** | General management |
| **4%** | Other |

# Esade Difference

## 1. Gain Real Experience: Capstone Project

Get valuable experience and learn first-hand from top business analysts and data scientists. The Capstone Project with a leading company, including on-site experiences, challenges you to solve a real, non-simulation business analytics problem.

## 2. Code and prototype with data and AI

Gain essential skills for specialists and managers, including rapid prototyping of AI solutions, integrating cloud APIs, and working with large language models. Mastering multiple programming languages and frameworks empowers you to tackle data analysis challenges with confidence and versatility.

## 3. Qualify with Amazon Web Services

Add even more value to your Master in Business Analytics by earning an AWS certificate from Amazon Web Services. As part of the authorized AWS curriculum, the AWS Cloud Foundations module is integrated into the compulsory Cloud Platforms course, preparing you to take the AWS Certified Cloud Practitioner – Associate exam.

## 4. Barcelona

Barcelona is an attractive city for data analytics professionals, offering a thriving tech ecosystem, strong job market, and high quality of life. It hosts major tech events and provides diverse career opportunities. The city's international environment further enhances its appeal.

### PROGRAM OVERVIEW

**SUMMER PERIOD**
Business Integration Path
OR
Pre-Program in Data Science

**TERM 1**
CORE COURSES
· Artificial Intelligence I
· Business in Society
· Cloud Computing
· Competing with Artificial Intelligence and Cloud
· Phyton for Data Science

Study Tours & Skills Seminars

**TERM 2**
SPECIALISED COURSES
· Artificial Intelligence II
· Cloud Platforms - AWS
· Data Analytics with R
· Prototyping Products with Data and AI
· Thinking with Data

**TERM 3**
ELECTIVES
The wide range of electives offered during this term will allow you to tailor the program to your specific career goals.

**2nd Year Options (not compulsory), CEMS or Double Degree**

Capstone Project



> The MSc was truly transformative: it broadened my global perspective, equipped me with essential hard skills for today's job market, and connected me with incredible friends from around the world.

**Joel Komen, Germany**
Investor (Visiting Ass), Picus
Class of 2025