

MSc in Business Analytics 2025–26

Term 1	Core	20
Term 2	Skills & Study Tours	5
Term 2	Specialised	15
Term 3	Elective	10
	Capstone Project	4
	Master Project	6
		60

→ Advanced Programming in Python	MIBA Elect	→ Creating Successful International Marketing Strategies	Open Elect
→ Artificial Intelligence I	CORE	→ Creating Successful International Marketing Strategies	Free Elect
→ Artificial Intelligence II	Specialized	→ Creating Successful International Marketing Strategies	Open Elect
→ B2B Sales	Open Elect	→ Data Analytics with R	Specialized
→ Banking & Financial Markets	Free Elect	→ Data Science in Finance	MIBA Elect
→ Business in Society	CORE	→ Designing Omnichannel Experiences	Open Elect
→ Capstone Project	Capstone Project	→ Developing Business Models for Impact	Open Elect
→ Challenge Based Innovation for Artificial Intelligence (CBI4AI)	Free Elect	→ Digital Marketing	Open Elect
→ Cloud Computing	CORE	→ Digital Marketing Performance	Open Elect
→ Cloud Platforms - AWS	Specialized	→ Digital Product Management	MIBA Elect
→ Competing with Artificial Intelligence & Cloud	CORE	→ Driving Business Performance: Sales and Marketing	Open Elect
→ Consulting Insights: Strategies for Success	Free Elect	→ Equality and Human rights in Business	Open Elect

→ <u>Excellent consulting: The challenge of international collaboration and corporate change</u>	Open Elect	→ <u>Mergers & Acquisitions</u>	Open Elect
→ <u>Family Business Management</u>	Free Elect	→ <u>Project Management</u>	Open Elect
→ <u>Finance for Marketing and Sales Managers</u>	Open Elect	→ <u>Prototyping with Data and AI</u>	Specialized
→ <u>Fintech: Technology Innovation in Financial Services</u>	MIBA Elect	→ <u>Re-Imagining Capitalism</u>	Free Elect
→ <u>Global Supply Chain</u>	Open Elect	→ <u>Recommender Systems</u>	MIBA Elect
→ <u>Global Value Chains, Sustainability, and Innovation</u>	Open Elect	→ <u>Social Entrepreneurship and Impact Investments</u>	Open Elect
→ <u>Implementing Integrated Communications</u>	Open Elect	→ <u>Strategic Key Account Management</u>	Open Elect
→ <u>In search of Principles for a Life Philosophy: Lessons from Art, History and Economics</u>	Free Elect	→ <u>Strategic Management of Disruptive Innovation and Exponential Technologies</u>	MIBA Elect
→ <u>Innovation through Design Thinking</u>	Open Elect	→ <u>Thinking with Data</u>	Specialized
→ <u>Investment Banking & Decentralized Finance</u>	Open Elect	→ <u>The Art of Strategic Decision-Making</u>	Open Elect
→ <u>Leading with impact: developing your leadership skills, becoming a leader</u>	Free Elect	→ <u>Tools for Web & Mobile Apps</u>	Open Elect
→ <u>Managing Luxury Brands</u>	Open Elect		
→ <u>Master Project: Business Plan</u>	TFM		
→ <u>Master Project: In Company</u>	TFM		
→ <u>Master Project: Thesis</u>	TFM		