ENAE
International Business School

Official Master's Degree

Business Intelligence and Analytics for Business Administration.

Official degree from the UNIVERSIDAD DE MURCIA



>>> Transform data into strategic intelligence, drive predictive innovation, and lead modern data-driven organizations.

Official Degree from University of Murcia (UMU)

2027 / 28 Edition

>>> ENAE BUSINESS SCHOOL

GLOBAL LEADERS IN DATA & BUSINESS ANALYTICS

In strategic partnership with Universidad de Murcia, delivering the premier executive program combining Big Data engineering, advanced machine learning, and executive corporate decision-making.

#10
in Spain · QS Business Analytics 2027

Top 200
Worldwide · QS World Rankings

+37
years training business leaders

Mejores Másters EL MUNDO

Forbes Mejores Escuelas de Negocio 2025

QS RATED EXCELLENT

PROVEN CAREER IMPACT

EMPLOYMENT

93%

of students are employed upon completing the Master program

ADVANCEMENT

91%

achieve a promotion or career advancement upon graduation

OPPORTUNITIES

+1,000

exclusive job and internship offers managed each year

GLOBAL NETWORK

+8K

active alumni across 34 countries with lifetime career support

>>> METHODOLOGY & EXPERIENCE

EXPERIENCE-BASED LEARNING

ENAE active methodology alternating theoretical foundations, analytical programming, and real business case studies to solve strategic corporate problems.



BIG
data & cloud systems

- *Data Warehouse & Data Lake architectures*
- *Cloud ecosystems & distributed computing*
- *Data ingestion, ETL, cleaning & pipelines*
- *Data governance, ethics & AI compliance*

APPLIED
analytics & ai

- *Python, R, and modern workflow tools*
- *Machine Learning & Deep Learning algorithms*
- *Interactive dashboards in Power BI & Tableau*
- *Practical corporate crisis simulations*

CORPORATE
immersion

- *Internships at leading technology firms*
- *Over 1,000 corporate partner agreements*
- *Exclusive seminars & industry conferences*
- *Real-world business consulting projects*

ENAE
global network

- *Forming business leaders since 1988*
- *International community of Data Scientists*
- *Lifelong access to ENAE Career Services*
- *Official university graduation ceremony*

>>> INTRODUCTION TO THE MASTER'S DEGREE

Master the technologies shaping modern business.

In today's information-rich society, organizations demand professionals capable of applying Big Data technologies, predictive modeling, and AI algorithms to streamline processes and optimize strategic decision-making.

CORE KNOWLEDGE AREAS

- *Data Management & Governance*
- *Business Analytics & Optimization*
- *Big Data Architectures & Cloud*
- *Data Science & Deep Learning*
- *Applied AI & ChatGPT Integration*
- *Executive Leadership & Strategy*

Ranked **#10 in Spain and in the Top 200 Worldwide** by QS Business Masters: Business Analytics 2027.



>>> CANDIDATE PROFILE

Who is this program for?



01 Data Analysts & Specialists

Professionals seeking to advance from descriptive reporting to predictive modeling, machine learning, and artificial intelligence solutions.

02 Software Engineers & IT Leaders

Engineers and technical specialists focused on building data-driven cloud architectures, Big Data pipelines, and automated business workflows.

03 Business Executives & Managers

Managers in finance, marketing, operations, and HR who want to leverage advanced business intelligence and analytics for strategic competitive edge.

04 Future Data Scientists

Graduates in mathematics, economics, statistics, and science aiming to build a high-impact career in one of today's most in-demand disciplines.

>>> PARTICIPANT DEMOGRAPHICS

Student profile

25% women

75% men

Age breakdown

21 to 26 years	9%
27 to 32 years	48%
33 to 39 years	30%
40 to 55 years	14%

Professional category

Middle Management	42%
Technicians & Analysts	33%
Postgraduates	17%
Executive / Director	8%

Academic background

Computer & Telecom Engineering	33%
Business Administration	31%
Other Engineering Fields	19%
Economics	14%
Other Studies	3%

Nationalities represented: Spain, Colombia, Costa Rica, Honduras, Italy, Panama, United States, Mexico, among others.

>>> OUR VISION

Unlocking business value through advanced data science.

In today's knowledge society, companies seek high-level professionals with expertise in data analysis who can add strategic value by streamlining processes and delivering agile, effective, and high-quality solutions.

This master's program is tailored for professionals who want to strengthen their skills in business intelligence to assume strategic leadership roles and transition into the dynamic field of data science.

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



>>> LEARNING GOALS

Objectives of the Master's Degree

Equip professionals with practical skills in the latest Big Data technologies, predictive analysis, and visualization tools essential for modern data-driven companies.

01

Data Management & Architecture: Master enterprise data governance, Data Warehouse, and Data Lake architectures to ensure high-quality information pipelines.

02

Predictive Analytics & Machine Learning: Design, validate, and deploy supervised and unsupervised machine learning algorithms using Python and modern dataflow tools.

03

Deep Learning & Sequential AI: Build neural networks, Convolutional (CNN), Recurrent (RNN), and Transformer models for text, time-series, and complex business patterns.

04

Decision Dashboards & BI Strategy: Implement multi-criteria decision systems, balanced scorecards, and executive Power BI dashboards across financial, customer, and HR domains.

Foundations, Tools & Machine Learning

Data-driven strategy, Python workflows, Big Data architectures, statistical modeling, clustering, and deep learning systems.

01

Strategic Management of Data-Driven Companies (3 ECTS)

BI paradigm in data-driven enterprises, balanced scorecard for digital transformation, and four pillars of organizational change.

02

Languages and Tools for Data Processing (6 ECTS)

Data ingestion, integration, cleaning, transformation, and visualization using Python and modern workflow platforms.

03

Big Data Paradigm for Business Decisions (6 ECTS)

Big Data sources, Data Warehouse and Data Lake architectures, cloud data tools, data governance, and AI ethical regulations.

04

Descriptive Analysis, Prediction & Clustering (6 ECTS)

Exploratory data analysis, predictive modeling, clustering techniques, and recommendation systems applied to business.

05

Deep Learning Applied to Business (6 ECTS)

Neural networks, sequence coding, CNN, Recurrent Networks (RNN), and Transformer architectures for business data.

06

Decision Making & Monitoring Models (6 ECTS)

Multi-criteria decision models, business KPIs, balanced scorecards, and executive reporting with Microsoft Power BI.

ENAE Business School reserves the right to modify, reschedule or replace, in whole or in part, teaching dates, programme content and/or faculty for organizational, academic, faculty availability or force majeure reasons. Such changes will be duly communicated and do not constitute a breach of contract or entitle the student to compensation, without prejudice to statutory student rights.

Applied Workshops, Practicum & Thesis

End-to-end practical workshops in finance, processes, customers, and people management, external internships, and capstone thesis.

07

BI for Finance & Business Processes (6 ECTS)

Hands-on workshops in risk and fraud management, strategic budgeting, fintech, product development, and supplier selection.

08

BI for Customer & People Management (6 ECTS)

Workshops in customer scoring, churn prevention, employee segmentation, relational strategy, and absenteeism analytics.

09

Academic External Internships (6 ECTS)

Curricular internships in top partner corporations and tech firms, supervised by corporate and academic mentors.

10

Master's Thesis Project · TFM (9 ECTS)

Comprehensive capstone project applying business intelligence, predictive analytics, and machine learning to a real enterprise.

11

Executive Soft Skills & Leadership

Cross-disciplinary competencies in communication, data storytelling, change management, and strategic executive leadership.

12

Specialized Workshop: Applied Generative AI

Practical prompt engineering, generative models, and ChatGPT integration for enhanced productivity and business innovation.

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>>> 360 LEARNING

Design your future: flexible formats

A modern educational model designed for active professionals, combining interactive virtual live classes with optional on-campus immersion.



Online Live Learning 01

Synchronous interactive classes via our virtual platform. Connect live from anywhere in the world and access 24/7 session recordings.

Blended Learning with Stay 02

Combines flexible online coursework with an intensive 3-week executive residential stay at ENAE in Spain: corporate visits and networking.

On-Campus Executive Schedule 03

Weekend executive timetable at ENAE's campus, sharing experiences with international peers and faculty in face-to-face sessions.

ALL MODALITIES INCLUDE

Canvas LMS Virtual Campus · Google Workspace account (@enae.es) · Access to recorded masterclasses · Executive tutoring & job bank



>>> APPLIED CAPSTONE · 9 ECTS

Master's Thesis Project

Development of an end-to-end Business Intelligence or Data Science project for a real company or new venture.

>>> **Improvements** in real operational and decision systems.

>>> **Creation** of innovative data-driven business models.

>>> **Defense** before an expert examination board.

Individualized project supervised by academic tutors and defended before an expert examination board.

Company Internships & Employability

93%

of students are employed upon completing the Master's program

91%

achieve career advancement upon completing the program

+1,000

internship and job opportunities managed annually

TOP HIRING & PARTNER CORPORATIONS

Capgemini Spain · Fini Golosinas · Hero Spain · New Garden Spain · Telecomunicación de Levante · Álamo Consulting · World Sumit · Takasago · Repsol · Deloitte · PwC

Lifetime Job Bank: All students gain permanent, lifetime access to ENAE Business School's executive career services and employment portal.

ACADEMIC & INDUSTRY FACULTY



Vice Dean Complutense University

Ramón Alberto Carrasco González

PhD in Computer Science · Associate Prof. UCM

25 years in financial sector BI as Senior Data Scientist at Banco Mare Nostrum and Head of BI at CajaGranada. Expert in Data Mining and Teradata.



Head of Innovation & Data

Mario de Felipe Pérez

Head of Analytics & Data · Lecturer EOI / ENAE

Senior executive leading innovation and data transformation. Expert in business analytics, big data ecosystems, and corporate decision performance.



Head of Systems CED

José Javier Galán Hernández

PhD in Data Science · Associate Prof. UCM

PhD in Data Science from UCM. Head of Systems at CED. Author of indexed scientific JCR papers and consultant for major corporate systems.



Big Data & Analytics Specialist

Julián Gómez Cuadrado

Computer Engineer (ICAI) · Master Big Data CIFF

Over 20 years in IT and data analytics. Specialist in Big Data architectures (Kafka, Spark), NLP, and analytics projects at Repsol and Endesa.

ACADEMIC & INDUSTRY FACULTY



Data Science Consultant IBM

Iñigo Alonso de las Fuentes

Master in Data Science · Computer Engineer

Consultant at IBM delivering predictive models, ML algorithms, and Deep Learning architectures. Associate professor in advanced machine learning.



Lead Data Scientist Cajamar

Antonio Pita Lozano

Degree in Mathematics · Visual Analytics

Business Intelligence Analyst and Data Scientist at Cajamar. Specialist in recommendation systems, predictive models, and big data visualization.



Associate Professor UCM & UNED

Rocío González Martínez

PhD in Data Science · Mathematician (UCM)

Associate Professor at UCM and coordinator at UNED. Expert in customer loyalty and churn models, marketing automation, and statistical analytics.

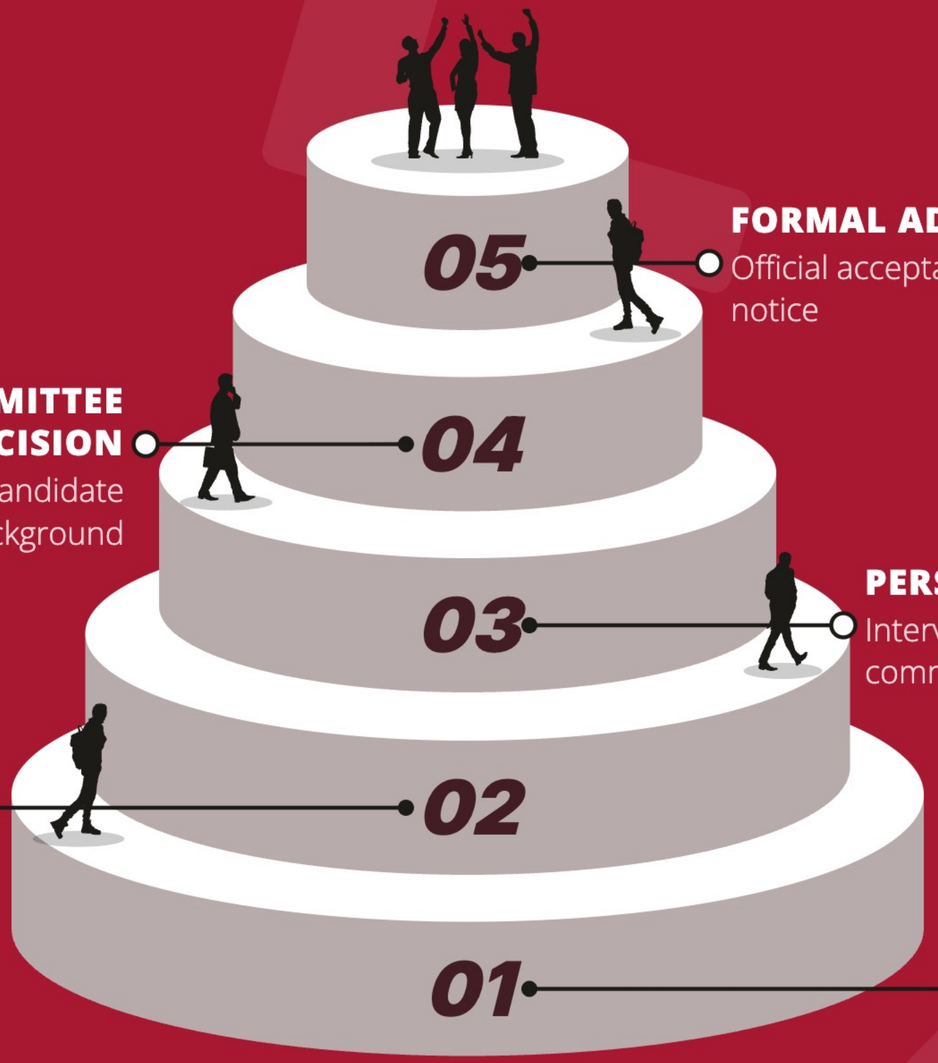
Hands-on business intelligence and data science tools applied directly to real corporate challenges.

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

>>> HOW TO APPLY

Admission process in 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.



FORMAL ADMISSION
Official acceptance and enrollment notice

COMMITTEE DECISION
Evaluation of candidate background

PERSONAL INTERVIEW
Interview with the admissions committee

DOCUMENT SUBMISSION
Review and evaluation of academic credentials

ONLINE PRE-ENROLLMENT
Submit your application online at enae.com

>>> DEGREE & ACCREDITATION

Official University Master's Degree

Official qualification awarded by Universidad de Murcia (UMU) in partnership with ENAE Business School.

ENAE International Business School

Master Degree in Business Intelligence and Analytics

UNIVERSIDAD DE MURCIA

Official Master's Degree (Universidad de Murcia)

EUROPEAN RECOGNITION & QUALITY

Verified by the National Agency for Quality Assessment and Accreditation (ANECA) and recognized across the 48 member countries of the European Higher Education Area (EHEA).

CLADEA · AACSB Member · EFMD Global Member · AENOR Gestión Ambiental ISO 14001 · AENOR Gestión de la Calidad ISO 9001 · IQNet Recognized Certification

Official EHEA Validity & Recognition

Graduates receive the **Official Master's Degree in Business Intelligence and Analytics for Business Administration from Universidad de Murcia (UMU)**, granting **direct access to doctoral programmes (PhD)** and recognized across Europe, along with the **Master Degree diploma from ENAE Business School**.

> **Ranked #10 in Spain in Business Analytics by QS Business Masters 2027, with QS Stars 5-Star rated teaching excellence.**

>>> GLOBAL REACH

International presence

34

countries across four continents

Americas

Argentina
Bolivia
Canada
Colombia
Costa Rica
Ecuador
El Salvador
United States
Guatemala
Honduras
Mexico
Nicaragua
Panama
Peru
Dominican Republic
Venezuela

Europe

Spain
France
Italy
The Netherlands
Poland
United Kingdom
Czech Republic
Turkey

Africa

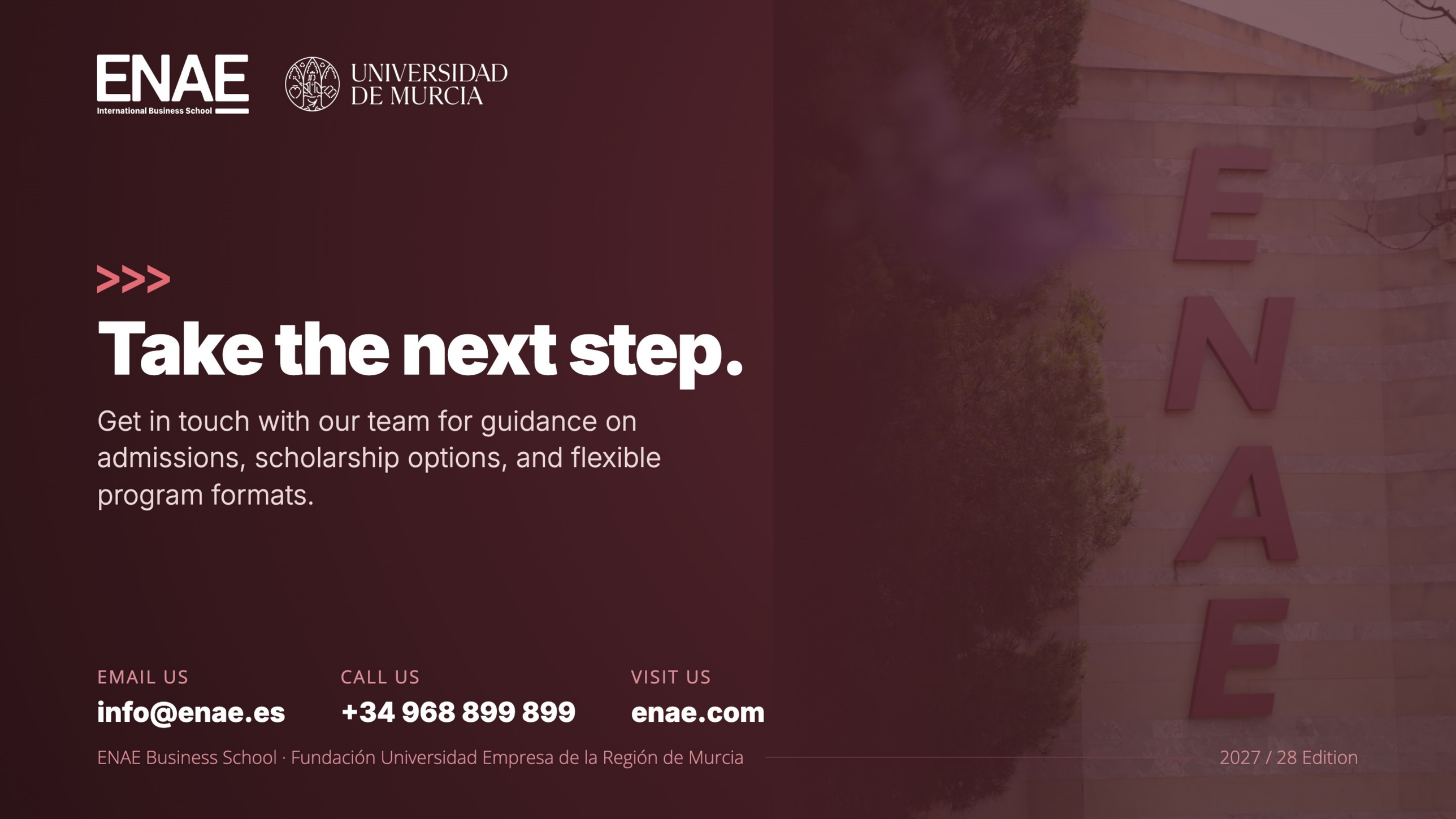
Ghana
Morocco
Nigeria
South Africa

Asia

Bangladesh
China
Philippines
India
Lebanon
Pakistan

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UNIVERSIDAD DE MURCIA



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Take the next step.

Get in touch with our team for guidance on admissions, scholarship options, and flexible program formats.

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CALL US
+34 968 899 899

VISIT US
enae.com