



School of Business
and Innovation



MASTER IN DATA ANALYTICS

FACULTY OF COMPUTER
SCIENCE & INFORMATICS





BEYOND LIMITS TO YOUR NEW CAREER

**TRANSFORM DATA INTO ACTION. LEAD THE FUTURE
WITH VISION, INTELLIGENCE, AND INNOVATION.**

Organisations need professionals who go beyond spreadsheets - individuals who can extract meaning from data, tell compelling stories through numbers, and make strategic decisions that drive real impact.

The Master in Data Analytics at BSBI empowers you to become that professional. This programme combines statistical modelling, data management, machine learning, and business strategy, helping you master the entire data lifecycle - from data collection and analysis to insight-driven decision-making.

WHO WE ARE

BSBI is an award-winning institution dedicated to preparing students for global careers through accessible, high-quality education. We make international education personal and useful, providing guidance and encouragement to help students take bold steps—whether it's moving to a new country, starting a new career, or reinventing themselves.

AWARDS



Best Innovation Strategy Award 2025 (AMBA/BGA)
for BOTSBI – AI-powered robot & Highly Commended:
Best Lifelong Learning Initiative Award 2026

PRIME CHAMPIONS 2026 – 2027



QS Stars University Ratings:
Awarded 5 Stars for Employability and
Online Learning, with an overall 4-Star
"Very Good" rating

ACADEMIC PARTNER



MEMBERSHIPS



OPTIONS TO

STUDY WITH BSBI SPAIN

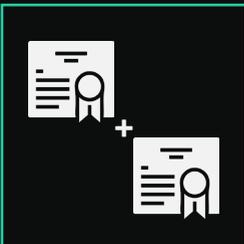
OPTION A



PROFESSIONAL MASTER

Professional Diploma awarded by BSBI, accredited by Cualificam.

OPTION B



DUAL PROGRAMME AWARD

Professional Diploma awarded by BSBI, accredited by Cualificam.

+ **Academic degree awarded by Chichester University**

The Master in Data Analytics is certified by CUALIFICAM, overseen by the Fundación para el Conocimiento Madrimasd, ensuring compliance with the European Higher Education Area (EHEA).

Upon arriving in Spain, you have the opportunity to upgrade your Master in Data Analytics to a Dual Programme Award with the University of Chichester (UK), provided you meet the entry requirements.

MASTER IN DATA ANALYTICS

Throughout the Master in Data Analytics at BSBI, you will develop expertise in data mining, statistical analysis, and predictive modelling, while gaining hands-on experience with tools such as Python, R, SQL, Tableau, and Power BI.

The programme places strong emphasis on applying theory to practice through real datasets, business simulations, and live projects, while also teaching you how to communicate data-driven insights that influence strategy and performance.

With a future-focused curriculum covering artificial intelligence, machine learning, and emerging analytics trends—along with access to BSBI's global network, industry-recognised certifications, and professional internships—you will graduate with the confidence, technical skills, and real-world experience needed to excel in any data-driven industry.

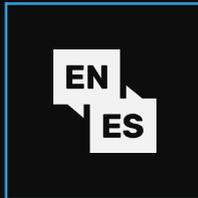
KEY PROGRAMME INFO

Location



**Barcelona
and Madrid**

Language



**English
or Spanish**

Duration



18 months

Intakes



**Scan QR for
pricing & intakes**

YOUR LEARNING JOURNEY

PROGRAMME STRUCTURE

All core modules carry **10 ECTS** each, except for the Internship module which carries **12 ECTS** and the dissertation which carries **18 ECTS**.



TERM 1:

- Fundamentals of Data Analytics
- Predictive Analytics and Machine Learning using Python



TERM 2:

- Enterprise Data Warehouse and Database Management Systems
- Big Data Analytics



TERM 3:

- Visualisation and Story Telling using Tableau
- Computer Vision and Artificial Intelligence



TERM 4:

- Internship
- Dissertation



INTERNSHIP

INTEGRATION

GAIN REAL-WORLD EXPERIENCE

The Master in Data Analytics includes a mandatory internship, providing hands-on experience in the business world. You will work alongside experienced professionals in dynamic environments, applying your skills in real time to strategic initiatives, business development, operations, and more.

Whether you complete your internship at a multinational company, an innovative start-up, or a socially driven organisation, this immersive experience will strengthen your confidence, deepen your expertise, and expand your global professional network.



GRADUATE PROFILE

Graduates of this programme stand out as highly qualified professionals capable of transforming raw data into clear strategic value.

You will develop strong technical expertise in data analysis, visualisation, programming with Python, R, and SQL, statistical modelling, machine learning, and artificial intelligence, while also gaining the strategic and communication skills needed to influence senior stakeholders, translate complex insights into compelling narratives, align data initiatives with business objectives, and uphold ethical standards and data governance.

CAREER PROGRESSION

Graduates of the Master in Data Analytics are highly sought after across sectors such as finance, healthcare, technology, marketing, and logistics. Whether your goal is to become a data scientist, business analyst, or insights consultant, this programme equips you with the skills needed to transform data into business value.

As a BSBI graduate, you will also benefit from access to our Careers Service, which connects you with global job opportunities and provides expert guidance to support your professional career path.



Grupo  Planeta



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DUAL PROGRAMME

AWARD

This pathway enables you to graduate with two prestigious qualifications, your Professional Master's Diploma, awarded by BSBI, and a UK academic degree. Please note that this option incurs an additional fee of €1,200, payable on top of your Professional Master's tuition fee.

ABOUT UNIVERSITY OF CHICHESTER

A UK institution ranked among the Top 30 in the Guardian University Guide, with over 130 years of academic heritage.

Academic Recognition



Gold rating for teaching excellence – among top UK universities (only 51/227 received Gold)



University of the Year for Teaching Excellence 2026
– Awarded by Daily Mail University Guide



National Student Survey ranked 6th in the UK for teaching and 12th overall (out of 131 institutions)



Guardian University Guide 2025: Ranked 26th (up 12 places, top 30 consistently)



Subject rankings: Business & Management – 97th (Guardian 2025) & Marketing – 66th (Complete University Guide 2025)

ADMISSIONS

REQUIREMENTS

To qualify for admission, applicants must meet one of the following pathways:

STANDARD ENTRY

- Applicants must submit a bachelor's degree certificate and transcript, proof of language proficiency (English or Spanish, depending on the programme), a CV, personal statement, and reference letter(s). If any documents are pending, a signed Declaration Form is required confirming submission before the programme starts.

NON-STANDARD ENTRY

- Applicants must provide an up-to-date CV, one official work reference confirming at least three years of relevant professional experience, and a personal statement explaining their motivation and suitability.

*If applying for the **Dual Programme Award** with the University of Chichester, admission is only possible through the standard entry pathway.

INTERVIEW

- All applicants must complete a short interview with the Sales Team to verify documents, assess programme knowledge, language level, and payment readiness.

LANGUAGE PROFICIENCY

If the programme is conducted in English

- A Bachelor's degree completed in a majority English-speaking country at a recognized university OR
- IELTS: Minimum score of 6.0 (with at least 5.5 in each component)

If the programme is conducted in Spanish

Exemptions from Spanish language proficiency requirements apply to:

- Native Spanish speakers
- Candidates who have completed their education in Spanish
- Candidates who obtained their undergraduate degree in Spanish in a Spanish-speaking country



ADMISSIONS PROCESS

Applying to study with BSBI has never been easier! Here's how it works:

1

Create an account here:
start.berlinsbi.com/login

2

Select the programme and
intake you would like to apply for.

3

Complete all sections of the online application.

4

Submit your application.

5

Our admissions team will liaise with
you with regards to the next steps.



berlinsbi.com

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BSBI is part of GUS Germany GmbH (GGG), a dynamic network of higher education institutions with more than 18,000 students at locations in Germany, Europe and beyond. For more information please visit the website www.gusgermany.com

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