



BACHELOR OF SCIENCE IN DATA ANALYTICS AND BUSINESS STRATEGY

Redesign business success: Master the language of data to transform organizations from the ground up

PROGRAM DESCRIPTION



The Bachelor's in Data Analytics and Business Strategy is a U.S. standard program designed to train the next generation of leaders who don't just read data but turn it into strategic assets.

Through a 100% asynchronous and bilingual methodology, you will integrate statistical rigor with business vision. You will learn to make evidence-based decisions, optimize corporate efficiency, and predict trends in global environments of high uncertainty. Earn a U.S. degree with international validity.

WHY CHOOSE THIS CAREER AT DRU?

1.



FOCUS ON BUSINESS INTELLIGENCE

You will learn to use advanced tools to translate complex metrics into high-impact executive narratives.

2.



CUTTING-EDGE TECHNOLOGY

Mastery of AI, Big Data, and predictive models applied to business profitability.

3.



LEADING BUSINESS INSTRUCTORS

Direct training from leaders who apply data analytics in real-world boards and corporations.

4.



GLOBAL BILINGUAL PROFILE

Exclusive agreement with ICPNA included, ensuring your career speaks the language of international business.

STRATEGIC SKILLS YOU WILL LEARN



Data Visualization

Transform metrics into high-impact executive narratives using AI.



Data Mining and Coding

Advanced text and data analytics for deep organizational insights.



Emerging Tech

Integrate Blockchain and Cryptocurrencies into the business's financial architecture.



Business Intelligence

Master predictive models to anticipate trends and critical risks.



Digital Strategy

Design and lead change processes based on data science and profitability.



Ethical Cybersecurity

Manage the ethics and security of digital assets in complex environments.

GRADUATE PROFILE

Upon completion, you will be a professional capable of:



Implementing Big Data solutions to solve complex business problems.



Designing disruptive digital strategies based on data science.



Leading strategic decision-making through predictive analysis.



Managing data ethics and governance in global digital environments.

PROGRAM DETAILS



- **Official Degree:** Bachelor of Science in Data Analytics and Business Strategy.
- **Duration:** 4 years.
- **Format:** 100% Online - Asynchronous (Full Flexibility).
- **Language:** Bilingual (Spanish or English) + Free English courses with ICPNA.

CURRICULUM

FIRST YEAR				
1ST TERM	2ND TERM	3RD TERM	4TH TERM	5TH TERM
ENGLISH COMPOSITION 1	PSYCHOLOGY	WORLD HISTORY	MATHEMATICS 2	BUSINESS STATISTICS
MATHEMATICS 1	ENVIRONMENTAL SCIENCE	ENGLISH COMPOSITION 2	SOCIOLOGY	PUBLIC SPEAKING
SECOND YEAR				
1ST TERM	2ND TERM	3RD TERM	4TH TERM	5TH TERM
FINANCIAL MANAGEMENT	ORGANIZATIONAL BEHAVIOR	DIGITAL BUSINESS AND INNOVATION	DIGITAL MARKETING AND COMMUNICATION	INNOVATION AND DESIGN THINKING
MARKETING MANAGEMENT	STRATEGIC MANAGEMENT	DIGITAL BUSINESS STRATEGY	BUSINESS ANALYTICS AND PERFORMANCE MEASUREMENT	DIGITAL ENTREPRENEURSHIP
THIRD YEAR				
1ST TERM	2ND TERM	3RD TERM	4TH TERM	5TH TERM
AI APPLICATIONS	CYBERSECURITY AND RISK MANAGEMENT	DIGITAL SUPPLY CHAIN MANAGEMENT	DATA MINING, CODING, AND TEXT ANALYTICS	E-COMMERCE AND DIGITAL PAYMENTS
AI FOR BUSINESS INNOVATION	GLOBAL BUSINESS	INTERNATIONAL BUSINESS STRATEGY	BUSINESS PERFORMANCE DATA INNOVATION	BLOCKCHAIN AND CRYPTOCURRENCIES
FOURTH YEAR				
1ST TERM	2ND TERM	3RD TERM	4TH TERM	5TH TERM
DATA MINING AND BUSINESS INTELLIGENCE	DATA VISUALIZATION AND COMMUNICATION	BUSINESS NATURAL LANGUAGE PROCESSING	DATA VISUALIZATION AND COMMUNICATION	CAPSTONE: FINAL PROJECT
STATISTICAL ANALYSIS AND MODELING	DATA-BASED INDICATOR ANALYSIS	BIG DATA ANALYTICS	DATA SCIENCE FOR BUSINESS MARKETING	

CONTACT INFORMATION

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LET'S TALK!

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