

CURRICULUM OF BACHELOR OF SCIENCE IN DATA ANALYTICS AND BUSINESS STRATEGY

■ Business and General Foundations	■ Data Science, Artificial Intelligence and Cybersecurity
■ Business Management and Strategy	■ Integrated Projects
■ Innovation, Entrepreneurship and Digital Transformation	

FIRST YEAR

English Composition 1	Psychology	World History	Mathematics 2	Business Statistics
Mathematics 1	Environmental Science	English Composition 2	Sociology	Public Speaking

SECOND YEAR

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

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

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	