

# **European Business School of Barcelona**

In collaboration with:

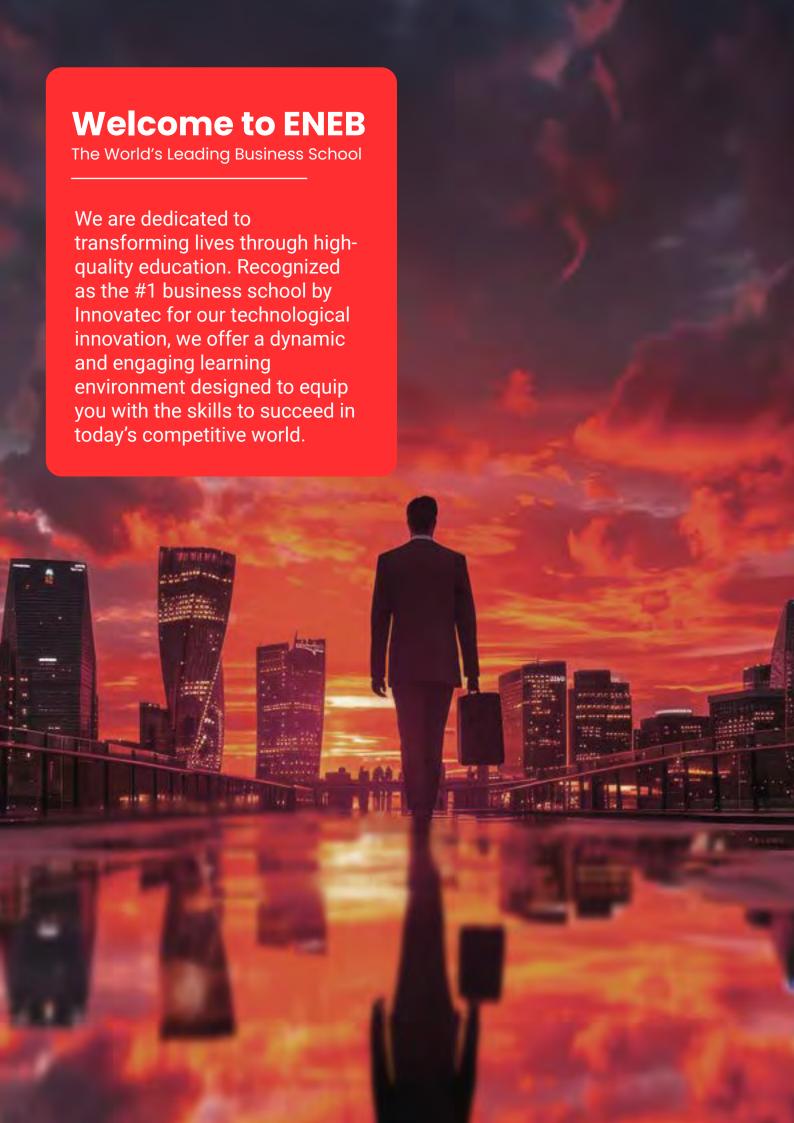












# Why ENEB?

ENEB - European Business School of Barcelona stands out as a leading institution in online education specializing in master's and postgraduate programs designed to boost your career on a global scale. With a strong international presence and courses offered in Spanish, English, and Portuguese, ENEB positions itself as the perfect choice for those seeking educational excellence without borders.

All educational programs offered by ENEB grant University Certification as they are endorsed and certified by the Isabel I University, thus validating the quality and recognition of your education internationally. Upon completing your studies, you will be eligible to receive ECTS (European Credit Transfer System).

### MAIN PARTNERS





## **TECH PARTNERS**



















## + 100 PARTNERS







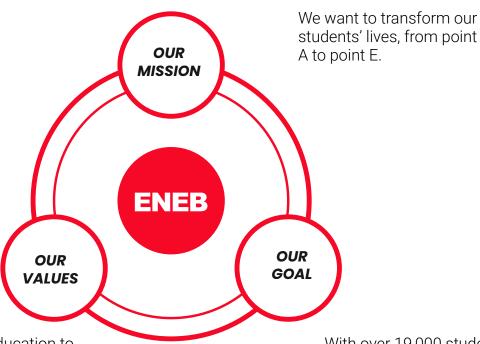






# You are our mission, our values and our goals

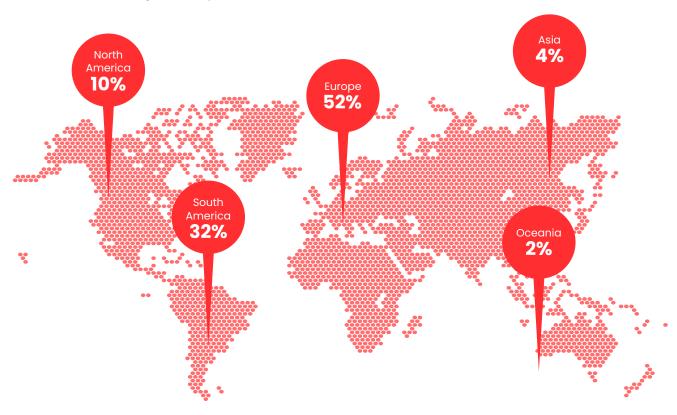
Our mission at ENEB is to transform your life, empowering you to choose your own path and dedicate your time to what you are most passionate about, with no limits to achieving your goals. We envision ourselves as the gateway to your life objectives, offering accessible, top-quality education for everyone. We are committed to ensuring no talent is left behind and to making a positive impact on society. With over 19,000 students annually, we feel a profound responsibility to make a real difference.



We aim to provide education to everyone who truly desires it. We strive to break barriers because we believe that top-tier education should be accessible to all, not just a select few. With over 19,000 students each year, we feel a profound responsibility to make a meaningful impact on society.

## **ENEB** in the world

At ENEB, each country represents not just a new territory, but a fresh opportunity to transform the world. Over 150,000 students across 125 countries have wisely chosen ENEB to shape their future and make a global impact.



## **ENEB in Numbers**

Numbers are not just figures; they are the result of our relentless effort and dedication. At ENEB, our impressive stats reflect our commitment to excellence and our global impact on education and transformation.



## **Accreditations**

All the certificates of our training programmes are issued by ENEB Business School and certified by the Universidad Isabel I, which belongs to the European Higher Education Area guaranteeing the homogeneity and quality of the training. ENEB master's and postgraduate programs have the highest recognitions, approvals and homologations that guarantee the educational quality of their content. They are highly valued professional trainings in the field of each of the different areas of knowledge. The homologations, accreditations, memberships, certifications, registrations and recognitions of ENEB are the following:



All our training programmes are certified by Universidad Isabel I.



Collaboration with IEE, for validations in USA and Canada.



Member of the Spanish Confederation of Private Centres and Academies.



Member of the Spanish National Association of e-Learning and Distance Learning Centres



Collaborating Centre of the Trinity College London.



Quality and excellence certification with the highest score issued by the European Foundation for Quality Management.



Certificate of educational excellence established



Member of the Barcelona Chamber of Commerce



Best business school rated by its students.



Registered trademark with the number 3,543,757 within class 41 of Education and Training.



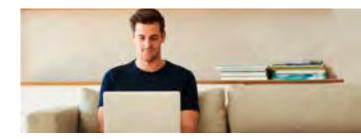
Associated to the Latin American Council of Management Schools



Associated with the Asociación Española de Escuelas de Negocios.

# **Remote learning**

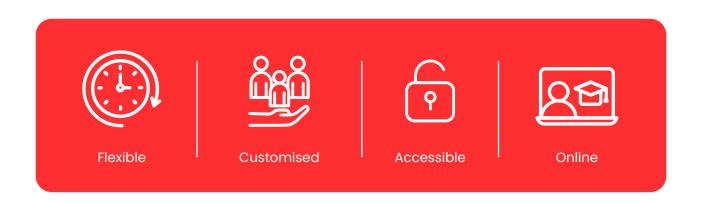
ENEB's training programs are 100% online and includes manuals, daily and voluntary live classes in the ENEB Metaverse, multimedia resources, forums, and debates within the ENEB community, as well as tutoring from Monday to Sunday.



Evaluation is done through the presentation of a final assignment per subject, after passing self-assessments. These self-assessments do not affect your final grade but help you measure your progress in learning. Final assignments are evaluated and corrected by the team of tutors and professors. There are no final tests or theoretical exams.

Flexibility is not only reflected in the delivery of assignments but also in the adaptability of the program to your needs. You can follow the order of subjects that best suits your time, needs, or concerns.

ENEB has a complete team of tutors available 7 days a week to guide and advise you on practical cases, ensuring your success in each subject.





# **Our Methodology**

At ENEB, you learn by making decisions through Harvard-backed case studies, guided by 200+ active professionals, all within our immersive Metaverse campus. Rather than focusing on memorizing information, we place the emphasis on preparing you for real-world business decisions.



## **SPECIAL PROGRAMS**

## "The Food Truck Challenge"

Simulator in which you will manage a successfull food truck in the city of Boomtown.

You will work in teams to make decisions, after each decision there will be a debriefing and the decisions made and results obtained by each team will be discussed.

With content from Harvard Business Publishing Education.







# Flexible Learning

#### 24/365 Access

Study at your own pace with our flexible 24/365 methodology. Whether you are a busy professional or managing other commitments, our programs are designed to fit into your life. You can start and complete your studies at your convenience, ensuring a stress-free and adaptable learning experience.

# Self-Assessment and Practical Assignments

Evaluation is done through the presentation of final assignments per subject, following self-assessments that help you measure your progress. Our flexible approach allows you to follow the order of subjects that best suits your time and needs.

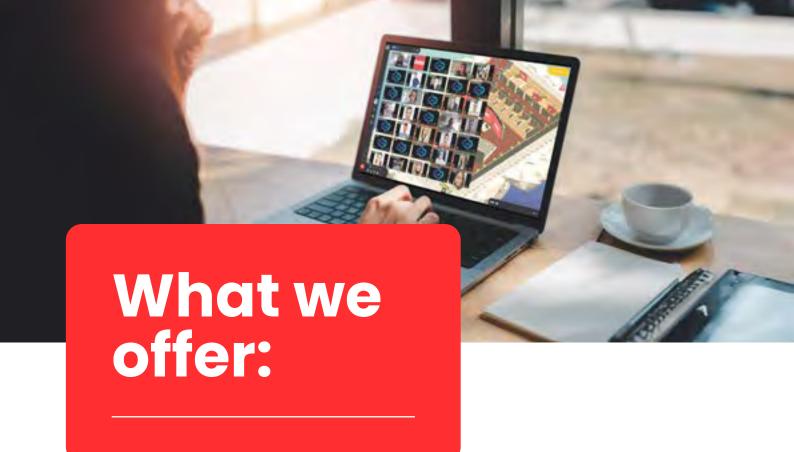
## Calendar

All our Masters, Management
Development Programs and
Advanced Courses have a flexible
start date, i.e. they begin when you
wish and inform us. The duration
of each of them will depend on the
number of credits, ranging from
1 month for the Higher Education
Courses, 5 months for the Executive
Courses, 9 months for the Masters,
12 months for the Double Masters
and 14 months for the Global MBA.

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Thanks to our 7/24 Method

we will answer all your questions and doubts every day of the year through the Virtual Campus.



- Welcome sessions
- Live classes from Monday to Thursday in our NUBI metaverse with active professionals
- Academic Q&A with our Secretary team in the metaverse
- Possibility of internships in companies
- Partnerships with other schools and businesses
- Registration in our job bank
- Networking opportunities and access to the ENEB Community
- Student card



## **Class President**

As part of ENEB's commitment and excellence to students around the world, all programs have Class Presidents who not only are primary guides and supporters within the institution, but also key figures in fostering a robust networking network designed to expand your professional and academic opportunities.

All students are invited to connect with them to stay abreast of the latest developments and opportunities in our academic community. These leaders will offer you valuable resources and strategic advice to maximize your potential for employability and academic success.

Connect, collaborate and grow with us!



Saqib Achakzai MBA

Senior Manager at Deloitte in London, he is a chartered accountant with more than fifteen years of experience in financial services. His experience includes business transformation, regulatory compliance and financial audits for clients in the UK, US and Middle East.



Richard Overton

MBA + Master in Project

Management

Chief Engineer with over 29 years of manufacturing and business management experience. Specialized in operational efficiency, safety standards and team leadership. Expert in methodologies such as FMECA, DMAIC, 5S and TPM. Known for driving efficiency and leading goal-focused teams.



Roner Chichirita MBA + Master in Big Data and Business Intelligence

A nurse from the Philippines working in a major German hospital, he is pursuing an MBA and a master's degree in Big Data and Business Intelligence at ENEB. His goal as Class President is to improve his leadership skills and help students. In addition, he works as a tax advisor for the Filipino community in Hamburg and enjoys building IKEA furniture and creating websites as a hobby.



Steven Poole

MBA + Master in Logistics

Steven Poole is a recognized leader in the Australian rail industry with more than 20 years of experience. He is currently a principal investigator at Australia's largest rail operator, where he has achieved notable reductions in workplace safety incidents and injuries, as well as significant improvements in staff performance and management.



Samir Bouazzi

MBA + Master in Team Management

An experienced IT, sales and business development professional, he holds a degree in Computer Science from Tunisia. He has managed projects on all continents and currently works as a Section Supervisor at Darwish Holding in Qatar, driving sales growth and fostering team excellence. His commitment to customer satisfaction, innovative strategies and team development make him a valuable professional to be Class President.



# What do we expect from students

Success is the result of constant effort. There are no shortcuts to excellence. Dedicate yourself fully to each task and project, and the results will speak for themselves.



"I couldn't be happier with my studies at ENEB. The online platform includes current content applicable to real-life scenarios, and the quality of the master's degree exceeded all my expectations."





"I'm impressed with the professionalism and dedication of the entire team of the school. From faculty members to administrative staff, every interaction and aspect of my experience has been excellent."

## Certifications

Here is an example of the certificates by ENEB and the University Isabel I that may be issued depending on your program of study.









# **Certificate of completion**







# Internship program

ENEB Business School is recognised by the most prestigious companies in different sectors. Its training programs, adapted to the current reality of the labour market, will allow you to get on perfectly in any company or organization and to develop a promising career. To make that possible, the school has an agreement with renowned business firms and an employment program where students can access more than 14,000 national and international job offers.

In its pursuit to promote the labour insertion of the students, ENEB Business School, among its free services, offers the possibility of undertaking internships in companies as a complement to their training plan. The objective of this internship, established through a Private Collaboration Agreement between the school and the company, is to allow training in work centres that reproduce the usual conditions of the business environment as part of their training plan.

# International character

In addition, all the students focused on international business, business sciences, management, business administration and management, can apply for an international internship through our partners Worldwide Internships and Pic-Management in the United States, Mexico, Dominican Republic, Spain, France, Thailand, China, Malaysia, United Arab Emirates and New Zealand, among others.

We provide effective solutions to the growing training needs requested by companies for their future employees. We have an avant-garde research department to update and adapt new trends to the current market as well as a networking space for the meeting of students, managers, professionals, academic experts and entrepreneurs who want to exchange experiences and opinions. Below are some of the companies and organizations where our internships take place:







ENEB has limited places available for each of the scholarships aimed at all Master's Degree and Management Development Program students who meet the following requirements:

**Direct Scholarship:** Without requirements or limitations in each enrollment period. Get your Direct Scholarship now without administrative procedures.

#### **Scholarship for Academic Excellence:**

Intended for those students whose academic and professional qualifications have a profile of excellence.

#### **Entrepreneurial Talent Scholarship:**

Designed for all those entrepreneurs who wish to study a Master's or Postgraduate degree in order to apply it to their professional career.

#### Women and Equality Scholarship:

Designed for female candidates who want to grow professionally and achieve the highest level of education. In ENEB, we are committed to gender equality and we encourage woman's integration into the workforce..

#### **Management Scholarship:**

Intended for all those professionals whose roles of responsibility requires them to continually grow and evolve..

**Corporate Scholarship:** DIntended for all those professionals who want to boost their career and opt for higher positions.

#### Scholarship for self-employed professionals:

Intended for self-employed professional who wish to pursue a Master's or Postgraduate degree to gain an in-depth knowledge of their sector or to acquire the necessary skills to grow their business.

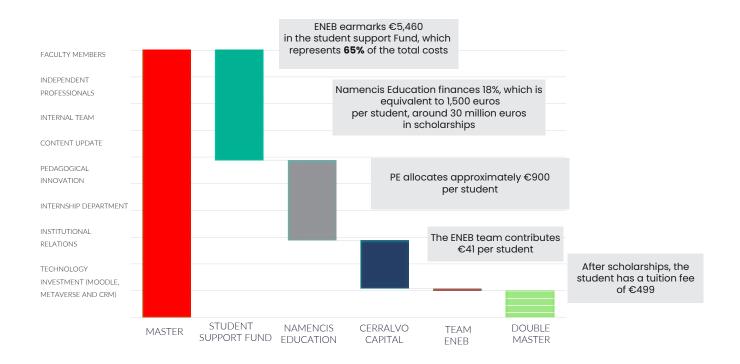
**SMEs Scholarship:** Designed for entrepreneurs who wish to increase their knowledge to contribute to the growth of their company.

**Scholarship for the unemployed:** Intended for all those who wish to pursue further studies in order to re-enter the job market.

**Geographical Mobility Scholarship:** Intended for all applicants who wish to study from anywhere in the world and thus, acquire a global view of the business world.

# We are committed to making education accessible to everyone

At ENEB, we are dedicated to democratizing education through exceptional affordability and quality. Our commitment drives us to invest in creating opportunities for every student to thrive and excel, regardless of financial constraints.





"ENEB not only offered me the chance to complete my master's degree at an unbeatable price but also provided the flexibility I needed to achieve my goals. This experience has truly transformed my life, opening doors to new opportunities and shaping my future in profound ways."

"I found everything I needed at ENEB: quality content in a format that allowed me to balance work, personal life and study, and at a price I could afford."





### Credits: 30 ECTS | Price: 3.300 € | Duration: 5 months

#### **INTRODUCTION**

The Executive Course in Big Data is an advanced training program designed to provide professionals with the skills and knowledge necessary to lead and manage business projects based on big data analytics. This program is designed to develop managerial and strategic skills in Big Data, providing a deep understanding of the trends and technological tools in the management and analysis of large volumes of information.

Choose to train at ENEB, one of the most prominent distance business schools in Europe, allowing you to train at the highest level from anywhere, with daily support from all professors and tutors.

#### **TWO DIPLOMAS**

Upon completing your studies, you will be eligible to receive a double certification awarded by the European Business School of Barcelona, endorsed and certified by Universidad Isabel I:

- Executive Course in Big Data
- Business Spanish Program Certificate (optional)

All our training programs come with an optional Business Spanish course, which will enable you to navigate an international work environment. If you choose not to take it, you will receive a single certificate.

#### WHO IS IT FOR?

The Executive Course in Big Data is aimed at:

- Executives and managers who wish to update their knowledge in Big Data and lead data analysis projects.
- Technology professionals who want to better understand the handling and analysis of large volumes of data.
- Finance and marketing professionals who want to improve their ability to make data-driven decisions.
- Entrepreneurs and business people who want to create their own business in Big Data.
- Business consultants who want to offer data analytics services to their clients.

#### **OBJECTIVES**

The curriculum of the Executive Course in Big Data aims to equip students with the following knowledge and skills:

- To provide a complete vision of Big Data trends and tools in business.
- Develop management and strategic skills in the management and analysis of large volumes of data.
- To enable participants to lead business projects based on data analysis.
- Understand the challenges and opportunities of the Big Data market.

Provide participants with a network of contacts and business opportunities in the field of Big Data.

#### **CAREER OPPORTUNITIES**

- **Data scientist**: Data scientists are responsible for identifying patterns and trends in large data sets, as well as creating machine learning models and algorithms to analyze and process complex data.
- Business analyst: business analysts are responsible for analyzing data to understand market trends, identify opportunities and create effective business strategies.
- **Data solutions architect**: The data solutions architect is responsible for designing and developing scalable and efficient data solutions that meet the needs of the organization.

#### **ADMISSION**

To be eligible for any of our Executive Courses, applicants must meet the following requirements:

- Hold a degree in any field (Bachelor's, Architecture, Higher or Technical Engineering, Licentiate, Diploma, or equivalent).
- University students currently pursuing a degree or equivalent higher education studies.
- Professionals with career prospects in their current positions.
- If you do not meet any of the above conditions, please contact the school, and the admissions department will evaluate your specific case.

#### **YOUR EXECUTIVE COURSE INCLUDES:**

- Executive Course in Big Data
- Business Spanish Program Certificate
- Access to the entire syllabus from day one
- Registration in our job bank
- Possibility of internships in companies
- Tutorials from Monday to Sunday
- 7" tablet as a gift

#### **SYLLABUS**

#### **SECTION 1: BIG DATA**

- Topic 1. Introduction to big data
- Topic 2. Big data in projects
- Topic 3. Agile methodologies
- Topic 4. Artificial Intelligence
- Topic 5. Use cases in industry

#### **SECTION 2: DATA MANAGEMENT**

- Topic 1. Open data
- Topic 2. Data management
- Topic 3. Data privacy
- Topic 4. Data storage
- Topic 5. Strategy and data

# SECTION 3: PYTHON, CARTO, POWER BI AND GOOGLE DATA STUDIO

- Topic 1. Interpretation of data
- Topic 2. Interactive visualization with Python
- Topic 3. Introduction to Carto
- Topic 4. Microsoft Power BI
- Topic 5. Google Data Studio

#### **SECTION 4: DATABASES**

- Topic 1. Database fundamentals
- Topic 2. Database technology
- Topic 3. SQL Practice (MySQL)
- Topic 4. SQL Practice (MySQL)
- Topic 5. NoSQL practice (Hbase)
- Topic 6. Databases for networks
- Topic 7. Databases in the cloud

#### **SECTION 5: DATA ANALYSIS AND INTERPRETATION**

- Topic 1. Data representation
- Topic 2. Measurements
- Topic 3. Regression and correlation
- Topic 4. Probability
- Topic 5. Distributions
- Topic 6. Confidence intervals
- Topic 7. Introduction to Hypothesis Testing
- Topic 8. Statistics with R

#### **SECTION 6: STORAGE TECHNOLOGIES FOR BIG DATA**

- Topic 1. Apache Hadoop
- Topic 2. The Hadoop Ecosystem
- Topic 3. Apache Spark
- Topic 4. Streaming Technologies
- Topic 5. File systems and platforms for big data in the cloud

#### A JOURNEY THROUGH THE SYLLABUS

#### **SECTION 1: BIG DATA**

This section covers the fundamental concepts and applications of big data, focusing on an introduction to big data, its role in projects, agile methodologies, artificial intelligence, and industry use cases.

#### **Topic 1: Introduction to Big Data**

Introduction to Big Data explores the core concepts of big data. Students will learn about the definition, characteristics, and significance of big data, as well as the technologies and tools used to process and analyze large datasets.

#### **Topic 2: Big Data in Projects**

Big Data in Projects examines the application of big data in various projects. Students will learn about the lifecycle of big data projects, key challenges, and best practices for managing big data initiatives.

#### **Topic 3: Agile Methodologies**

Agile Methodologies covers the principles and practices of agile project management in the context of big data. Students will learn about agile frameworks such as Scrum and Kanban, and techniques for applying agile methodologies to big data projects.

#### **Topic 4: Artificial Intelligence**

Artificial Intelligence explores the intersection of big data and AI. Students will learn about the role of big data in training AI models, key AI techniques, and applications of AI in various industries.

#### **Topic 5: Use Cases in Industry**

Use Cases in Industry examines real-world applications of big data across different sectors. Students will learn about successful big data implementations, industry-specific challenges, and strategies for leveraging big data to drive business value.

#### **SECTION 2: DATA MANAGEMENT**

This section covers the essential concepts and practices of data management, focusing on open data, data management strategies, data privacy, data storage, and the strategic use of data.

#### **Topic 1: Open Data**

Open Data explores the concept and benefits of open data. Students will learn about sources of open data, the impact of open data on innovation and transparency, and techniques for leveraging open data in business applications.

#### **Topic 2: Data Management**

Data Management covers the principles and practices of managing data within organizations. Students will learn about data governance, data lifecycle management, and techniques for ensuring data integrity and accessibility.

#### Topic 3: Data Privacy

Data Privacy examines the importance of protecting personal and sensitive data. Students will learn about data privacy regulations, privacy-enhancing technologies, and best practices for ensuring data privacy in business operations.

#### **Topic 4: Data Storage**

Data Storage explores the technologies and strategies for storing data. Students will learn about different types of data storage solutions, including relational databases, NoSQL databases, and cloud storage, and techniques for optimizing data storage.

#### **Topic 5: Strategy and Data**

Strategy and Data examines the role of data in formulating and executing business strategies. Students will learn about data-driven decision-making, aligning data strategy with business objectives, and techniques for leveraging data as a strategic asset.

#### SECTION 3: PYTHON, CARTO, POWER BI, AND GOOGLE DATA STUDIO

This section focuses on the tools and techniques for data interpretation and visualization using Python, Carto, Microsoft Power BI, and Google Data Studio.

#### **Topic 1: Interpretation of Data**

Interpretation of Data explores the techniques for analyzing and interpreting data. Students will learn about statistical analysis, data mining, and techniques for deriving insights from data.

#### **Topic 2: Interactive Visualization with Python**

Interactive Visualization with Python covers the use of Python for creating interactive data visualizations. Students will learn about libraries such as Matplotlib, Seaborn, and Plotly, and techniques for developing interactive visualizations.

#### **Topic 3: Introduction to Carto**

Introduction to Carto explores the use of Carto for geospatial data analysis and visualization. Students will learn about the features of Carto, techniques for mapping and analyzing spatial data, and applications of geospatial analytics.

#### **Topic 4: Microsoft Power BI**

Microsoft Power BI covers the principles and practices of using Power BI for data visualization and reporting. Students will learn about the features of Power BI, techniques for creating interactive dashboards, and best practices for using Power BI in business applications.

#### **Topic 5: Google Data Studio**

Google Data Studio explores the use of Google Data Studio for data visualization and reporting. Students will learn about the features of Data Studio, techniques for creating interactive reports, and best practices for using Data Studio to communicate insights.

#### **SECTION 4: DATABASES**

This section covers the fundamental concepts and technologies of databases, focusing on database fundamentals, SQL and NoSQL practice, databases for networks, and databases in the cloud.

#### **Topic 1: Database Fundamentals**

Database Fundamentals explores the basic concepts of databases. Students will learn about database design, data modeling, and the principles of relational and non-relational databases.

#### **Topic 2: Database Technology**

Database Technology covers the different technologies used in databases. Students will learn about relational database management systems (RDBMS), NoSQL databases, and the features of various database technologies.

#### **Topic 3: SQL Practice (MySQL)**

SQL Practice (MySQL) focuses on hands-on practice with SQL using MySQL. Students will learn about SQL syntax, queries, and techniques for managing and manipulating data in MySQL databases.

#### **Topic 4: SQL Practice (MySQL)**

SQL Practice (MySQL) continues the hands-on practice with SQL, delving deeper into advanced queries, joins, subqueries, and database optimization techniques.

#### **Topic 5: NoSQL Practice (Hbase)**

NoSQL Practice (Hbase) covers the principles and practices of using Hbase, a NoSQL database. Students will learn about Hbase architecture, data modeling, and techniques for querying and managing data in Hbase.

#### **Topic 6: Databases for Networks**

Databases for Networks explores the role of databases in networked environments. Students will learn about distributed databases, data replication, and techniques for managing databases in networked and distributed systems.

#### **Topic 7: Databases in the Cloud**

Databases in the Cloud examines the use of cloud-based databases. Students will learn about cloud database services, benefits and challenges of using cloud databases, and strategies for migrating and managing databases in the cloud.

#### **SECTION 5: DATA ANALYSIS AND INTERPRETATION**

This section covers the principles and techniques of data analysis and interpretation, focusing on data representation, measurements, regression and correlation, probability, distributions, confidence intervals, hypothesis testing, and statistics with R.

#### **Topic 1: Data Representation**

Data Representation explores the various methods for representing data. Students will learn about different types of data visualizations, techniques for summarizing data, and best practices for effective data representation.

#### **Topic 2: Measurements**

Measurements cover the concepts of statistical measurements. Students will learn about measures of central tendency (mean, median, mode), measures of dispersion (range, variance, standard deviation), and techniques for interpreting statistical data.

#### **Topic 3: Regression and Correlation**

Regression and Correlation examine the relationships between variables. Students will learn about linear regression, correlation coefficients, and techniques for modeling and analyzing relationships in data.

#### **Topic 4: Probability**

Probability covers the fundamental concepts of probability theory. Students will learn about probability distributions, conditional probability, and techniques for calculating and interpreting probabilities.

#### **Topic 5: Distributions**

Distributions explore the different types of probability distributions. Students will learn about normal distribution, binomial distribution, and techniques for analyzing and interpreting distributions in data.

#### **Topic 6: Confidence Intervals**

Confidence Intervals examine the concept of confidence intervals in statistics. Students will learn about the calculation and interpretation of confidence intervals, and techniques for estimating population parameters.

#### Topic 7: Introduction to Hypothesis Testing

Introduction to Hypothesis Testing covers the principles and practices of hypothesis testing. Students will learn about null and alternative hypotheses, test statistics, p-values, and techniques for conducting hypothesis tests.

#### **Topic 8: Statistics with R**

Statistics with R explores the use of R for statistical analysis. Students will learn about R programming, statistical functions in R, and techniques for conducting statistical analysis using R.

#### **SECTION 6: STORAGE TECHNOLOGIES FOR BIG DATA**

This section covers the technologies and strategies for storing big data, focusing on Apache Hadoop, the Hadoop Ecosystem, Apache Spark, streaming technologies, and file systems and platforms for big data in the cloud.

#### **Topic 1: Apache Hadoop**

Apache Hadoop explores the architecture and features of Hadoop. Students will learn about Hadoop Distributed File System (HDFS), MapReduce, and techniques for processing and managing big data with Hadoop.

#### **Topic 2: The Hadoop Ecosystem**

The Hadoop Ecosystem examines the various tools and technologies in the Hadoop ecosystem. Students will learn about tools such as Hive, Pig, and HBase, and techniques for leveraging the Hadoop ecosystem for big data processing.

#### **Topic 3: Apache Spark**

Apache Spark covers the principles and practices of using Spark for big data processing. Students will learn about Spark architecture, Resilient Distributed Datasets (RDDs), and techniques for using Spark for real-time and batch processing.

#### **Topic 4: Streaming Technologies**

Streaming Technologies explores the tools and techniques for processing streaming data. Students will learn about stream processing frameworks such as Apache Kafka and Apache Flink, and techniques for real-time data processing.

#### Topic 5: File Systems and Platforms for Big Data in the Cloud

File Systems and Platforms for Big Data in the Cloud examine the technologies and strategies for storing big data in the cloud. Students will learn about cloud storage solutions, distributed file systems, and techniques for managing big data in cloud environments.