BACHELOR OF BUSINESS INFORMATICS AND DATA ANALYTICS

Overview

The Bachelor of Business Informatics and Data Analytics is a 3-year Franco-Egyptian program developed in partnership with the IUT of Vannes – University of Southern Brittany, taught in English. Graduates can pursue a master's in France, Europe, or at UFE, with French master's degrees like Languages, E-commerce and Communication (LECCO). This program equips students with the analytical skills needed for data management, statistical analysis, programming, and reporting to support decision-making. Graduates ensure data quality, security, and durability, while effectively storing it in structured databases for easy access and analysis. By completing the program, students develop a solid foundation in statistics, data analysis, and programming.

WHY STUDY BUSINESS INFORMATICS & DATA ANALYTICS?

- Exposure to the latest data analytics tools and software equips students with the skills needed to navigate and leverage emerging technologies.
- Graduates are prepared to connect business needs with technology, enabling effective and informed decision-making.
- The increasing reliance on data-driven decision-making in businesses means that graduates are in high demand across various industries.
- Students must complete an internship lasting between 8 and 12 weeks in one or more organizations to ensure gradual professional integration.
- The curriculum includes practical projects and real-world applications, ensuring students gain relevant experience before entering the workforce.
- The international nature of the program prepares students to work in diverse teams and adapt to global business environments.

Number of years	**3**
ECTS	**180**
French partner university	**IUT de Vannes – Université Bretagne Sud**
Faculty	**Management and Information Systems**

POSSIBLE CAREER PATHS:

- Data Analyst
- Decision-making
- Business Intelligence Developer
- Analysis and Reporting Manager
- Data Manager

- Data Scientist
- Enterprise Data Architect
- AMOA Project Manager
- Big Data Developer
- Statistical Analyst

STUDY COURSES:

SEMESTER 1

- Spreadsheets and Reporting
- Relational Databases I
- Programming Basics 1
- Descriptive Statistics 1
- Probability 1
- Mathematics and Analysis
- Introduction to specialized French Language
- Communication of Information and Documentary research
- Data discovery for Business, Economy and Environment
- Personal and professional project 1

SEMESTER 2

- Reporting and data visualization
- Relational databases 2
- Fundamentals of programming 2
- Programming Statistics
- Descriptive Statistics 2
- Probability 2
- Algebra basics
- Inferential Statistics
- Further study of specialized French
- Communication and Semiotics
- Study of the business and economic environment
- Personal and professional project 2

SEMESTER 3

- Advanced use of reporting tools
- Decision-making Information Systems
- Web technologies
- Automated Statistical Programming
- Linear Algebra
- Hypothesis testing for bi-variant analysis
- Professional French language
- Organizational and professional communication
- Business and Economic environment data for Decision Support
- Object programming
- Personal and professional project 3

SEMESTER 4

- Programming automation and testing
- Factorial Methods
- Automatic classification
- Scientific French and argumentation
- Scientific communication and argumentation
- Exploring and exploiting data within a legal and economic framework
- Personal and professional project 4
- Data preparation/integration
- Web Programming

SEMESTER 5

- NoSQL databases
- Data mining in enterprises
- French language for International cooperation and international data issues
- Data Communication, Ethics and Responsibility
- Personal and professional project 5
- Software Development
- Web programming for visualization

SEMESTER 6

- Big data challenges, storage and extraction in enterprises
- Statistical methods of big data in enterprises
- French for Business Communication
- Management Communication
- Advanced training in big data in enterprises