



BACHELOR OF BUSINESS INFORMATICS AND DATA ANALYTICS

Business Informatics and Data Analytics is a program taught in English that allows students to obtain, after 3 years, a double degree: a French Bachelor's degree, accredited by the French Ministry of Higher Education and awarded by Sorbonne Paris Nord University , and an Egyptian Bachelor's degree, accredited by the Egyptian Ministry of Higher Education and awarded by the French University in Egypt (UFE).

Project Based, this program trains students to transform digital data into decision-making tools. It develops skills in data management and analysis, programming, statistics, and analyses production.

As the French degree is European and recognized in the 47 member states of the Council of Europe, it allows to work or to access Master's programs in all these countries as well as Egypt and many other countries.

WHY STUDY BUSINESS INFORMATICS AND DATA ANALYTICS?

- The demand for qualified data analysis professionals continues to grow, opening numerous employment opportunities for our graduates.
- Graduates are prepared to connect business needs with technology, enabling effective and informed decision-making.
- The international nature of the program allows students to develop the necessary skills to succeed in global business environments.
- Learning the latest data analytics tools and software equips students with the skills needed to navigate and leverage emerging technologies.
- The curriculum includes practical projects, allowing students to implement their theoretical knowledge in real-world situations.
- Students must complete an internship lasting between 8 and 12 weeks in one or more companies or organizations to ensure gradual professional integration.



Program duration	3 years
European Credits (ECTS)	180
French Partner University	Sorbonne Paris Nord University
Faculty within UFE	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

PROGRAM CONTENTS:

SEMESTER 1

- Spreadsheets and Reporting
- Relational Databases 1
- 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

