



Comillas Summer School

Introduction to Business Analytics

This course provides students with a comprehensive foundation in the skills and tools needed to analyse and manage data in a business environment. Through four interrelated modules, students develop theoretical and practical competencies to address digital business challenges with an analytical, ethical, and strategic approach.

General Information

Credits: 5 ECTS

Language: English

Delivery mode: On-site

Location: Alberto Aguilera 23 (Madrid)

Dates: 22/06/2026 - 03/07/2026

Duration: 2 weeks (full-time)

Academic area: Business

Learning Objectives

Students will be able to:

- Apply core business analytics and machine-learning techniques (using no-code tools and/or Python) to solve real business problems.
- Communicate data-driven insights clearly and responsibly, considering ethical and legal requirements.

Fees, deadlines, and discounts

- Price: €1,000
- Enrolment deadline: 15 May. Late applications may be accepted, subject to availability.
- Early Bird: until 15 April, 20% off
- Additional discount: €100 for students from the IAJU Network and IPBS Network
- Summer School materials indicate the course price includes enrolment + course materials, diploma, transcript of records, access to university services, and site/cultural visits/activities.

Course content

Block 1

- Introduction to Business Analytics in the Big Data era
- Descriptive data analysis and visualisation
- Quantitative models: linear and logistic regression
- Introduction to supervised machine learning
- Introduction to unsupervised machine learning
- Introduction to text analytics
- Introduction to Python programming
- Ethics
- Business analytics applications across different areas

Block 2

- Proposal and supervised development of the final applied project
- Final oral presentation of the project

Assessment, exams, and attendance

- Attendance: minimum 90% required
- Exams: Assessment is based on participation, assignments and course deliverables, and/or exams when specified by the professor.
- Final grade:
 - 0 – 4.9: Suspenso (SS) - Fail
 - 5.0 – 6.9: Aprobado (AP) - Pass
 - 7.0 – 8.9: Notable (NT) - Very Good
 - 9.0 – 10: Sobresaliente (SB) - Excellent

Entry requirements

- Aimed at undergraduate students.
- For English-taught courses, a minimum B2 English level is required. Accepted proof includes certificates such as Cambridge, IELTS and other equivalents or an official confirmation of English level issued by the student's home university.

Application process

- Email pre-registration: Send an email to summer.school@comillas.edu indicating: Course name; Full name; Email address; Passport number.
- Access to the application platform: After your registration is processed, Comillas will open access to the online application platform.
- Upload required documents (via the platform), typically including: Passport copy; ID photo; Proof of health insurance



Accommodation

Comillas collaborates with official partners to offer students a range of recommended accommodation options during Summer School, including Lodgerin, Neelo, Homiii, Colegio Mayor Loyola.

- [Lodgerin](#)
- [Neelo](#)
- [Homiii](#)
- [Colegio Mayor Loyola](#)

If you would like to explore more options, you can also visit our [website](#)

Cultural activities

Experience Spain beyond the classroom. All courses include cultural activities, such as city tours, visits to nearby cities, museum visits, sports activities, and other social events. Welcome & closing ceremony: All participants are invited to the official welcome and closing ceremonies.

Informational sessions

Two online informational sessions are organised each month. If you would like to participate, please contact the Comillas Summer School team and we will send you the invitation details.

For more information, please contact:
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