



# MBA in Business Analytics

[www.westfield.edu](http://www.westfield.edu)



Westfield  
Business School



At **Westfield Business School**, we are more than an academic institution since 2000, we have been a catalyst for transformational leadership and sustainable impact.

Located in the heart of Miami's thriving financial district on Brickell Avenue, our campus places students at the center of international business, innovation, and entrepreneurship.

As an American business school with a global footprint, we offer a dynamic, multicultural learning environment that reflects the complexities and opportunities of today's global economy.

Our purpose is to awaken human potential to create meaningful change in organizations, in society, and across the planet. Through innovative, flexible, and ethically grounded programs, we prepare professionals to lead with purpose, embrace innovation, and generate value across cultures and industries.

By combining academic excellence with real-world relevance, we empower a new generation of leaders to think globally, act strategically, and lead sustainably.



[www.westfield.edu](http://www.westfield.edu)



We  
awake  
human  
potential  
to  
improve  
the  
world



**Network of  
professionals  
and alumni**



**63**  
graduating classes  
make up the school's  
international network.



**20+**  
years of history.



**4000+**  
alumni.



**25+**  
Countries with  
Westfield alumni presence.



# Our Mission

## Mission



The purpose of our business school is to awaken human potential to generate a positive impact on society. Through innovative educational programs, we strive to inspire people to dream big, collaboration and creativity, and provide the necessary tools to turn their purpose into reality.

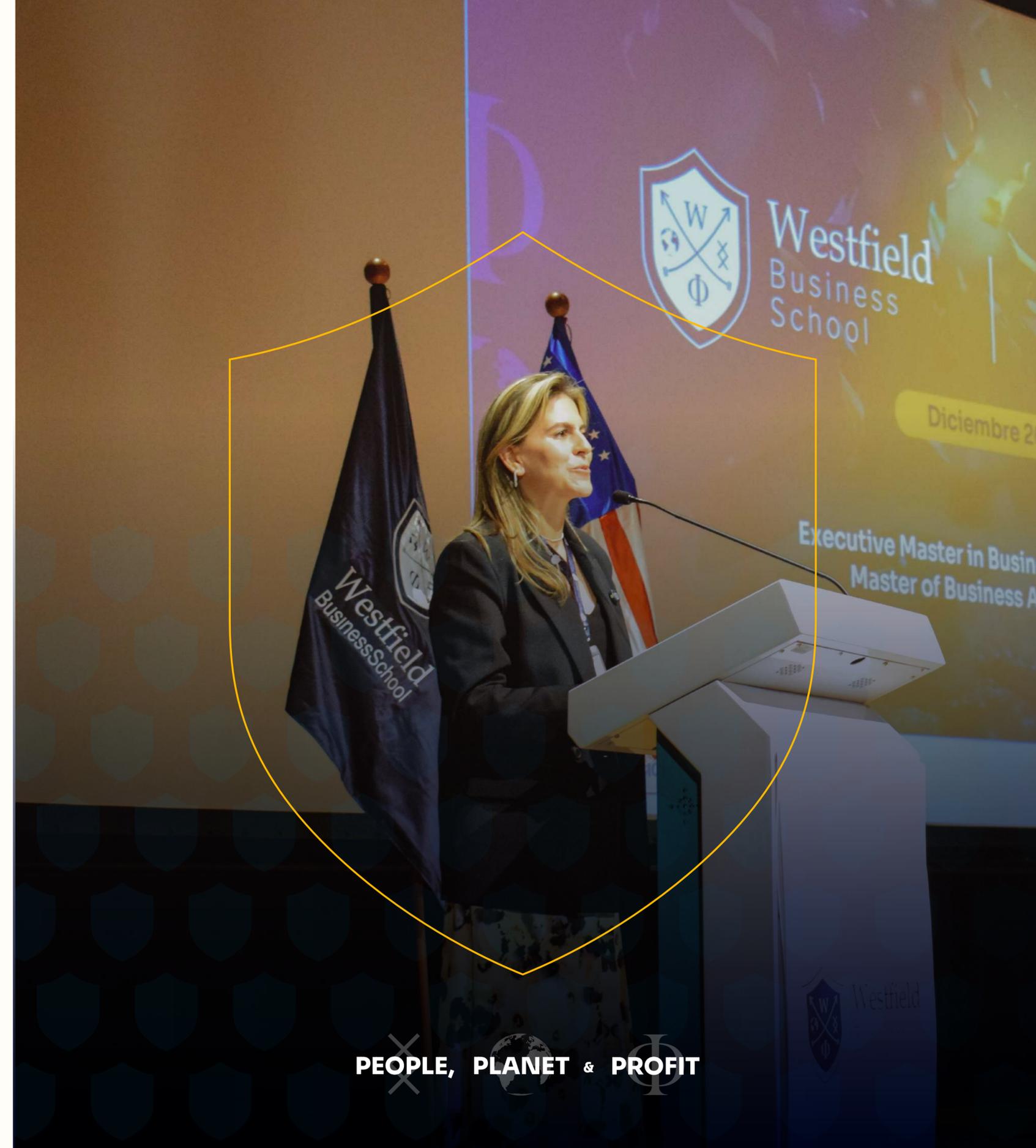


## Future



We aim to develop business leaders and change makers who are deeply committed to the well-being of society, building a community of bold individuals who will make a meaningful difference in their careers and beyond.

Our goal is to challenge the status quo, promote excellence, and empower people to reach new heights, contributing to a global movement of transformation that changes lives and builds a better future for all.



# Why Choose Westfield Business School?

At **Westfield Business School**, we redefine business education with an experiential, practical, and data-driven approach. Our programs equip professionals with strategic insights, leadership skills, and cutting-edge tools to thrive in today's global business environment.



## Triple Bottom Line Model

Our approach **People, Planet, and Profit** across all programs, promoting ethical leadership and sustainable innovation in business strategy.



## Accredited and Globally Recognized

Westfield is accredited by the Distance Education Accrediting Commission (**DEAC**) and licensed by the Florida Department of Education, ensuring national recognition and academic excellence.



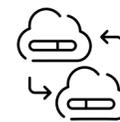
## Blended Learning with High-Impact In-Person Sessions

Our blended format combines online coursework with mandatory in-person sessions in Miami, allowing professionals to balance their careers with immersive, high-impact learning experiences.



## Strategic Location in Miami

Study in the **heart of Brickell, Miami**, a financial and innovation district with global reach and high professional visibility.



## Applied, Hands-On Learning

**Through real-world cases, team projects,** and a Capstone Project, students solve actual business challenges and graduate ready to lead with confidence and competence.



## World-Class Faculty & Industry Experts

Learn from an **elite team of PhD professors** and business practitioners who bring academic rigor and real-world experience into every session.



## Global Executive Network & Corporate Alliances

Connect with a diverse international community of peers and benefit from partnerships with top companies such as **Bancolombia, Globant, Coca Cola Femsa, Sura, Isa, and Telefónica.**

➤ **At Westfield, theory meets action our programs prepare you for success from day one.**

# MIAMI: Your Gateway to Global Business



## Miami

As one of the world's most diverse, international and forward thinking cities, Miami offers locals and international students a unique environment to grow both academically and professionally.

Positioned as a global hub for business, trade, and entrepreneurship, Miami connects North and South America and the world through innovation, finance, and cultural exchange.

With its multicultural energy, booming startup ecosystem, and direct access to global markets, studying in Miami means more than earning a degree it's about building a global mindset and a professional network in a city where business knows no borders.



# About the program



## Leadership

The **MBA in Business Analytics at Westfield Business School** is a cutting-edge, STEM designated program designed to prepare professionals to lead with data in a digitally driven global economy. This program equips students with the strategic, analytical, and technological skills needed to turn data into actionable insights and drive business transformation. With a **hybrid learning model that includes in-person sessions in Miami**, students gain real-world experience through applied business challenges, live case studies, and a capstone project. Grounded in the **Triple Bottom Line (People, Planet, Profit)**, the program emphasizes sustainable leadership, ethical decision making, and innovation. Graduates emerge ready to lead in roles that require strategic vision, advanced analytics, and a global mindset.

# Program Highlights

1

## In-person training

### ➤ Leadership Package

Begin your journey with the **Leadership Package**, focused on self awareness, personal growth, and purpose driven leadership.

### ➤ Self-Assessment Track + Personalized mentoring



You will identify your life project, learning style, and leadership strengths to thrive in VUCA (**Volatile, Uncertain, Complex, and Ambiguous**) environments.



2

## Data Analytics & Decision Making Training

➤ Build a strong technical and analytical foundation through courses in business analytics, data mining, statistical programming, and sustainable business thinking. Learn to make strategic decisions powered by data and supported by ethical, results-oriented frameworks.

### Each Course is led by two instructors:

➤ **Practitioner:** Academic with a PhD and extensive research experience in business analytics, data-driven decision making, and digital transformation across industries.

➤ **Lecturer:** Executive with an outstanding professional background and practical expertise in business analytics and strategic management.



**Francisco Garrido Casas**

Vice President, World Purchasing Association.



**José Luis Pérez Galán**

Product Owner Tribu Digital in Orange.



**Cristina Rodríguez Ruiz de Linares**

Consultant and lecturer at various business schools and professional advisor.

3

### Expert training

This component of the program delves into cutting edge trends that are currently leading the market.

This is the core specialization block of the master's program, where you will deepen your knowledge through applied projects, real world case studies, and advanced tools used by leading global companies.

You will also develop a final capstone project that integrates and demonstrates your expertise.



4

### Global Leadership Vision

➤ You complement the theoretical and practical training with one face-to-face academic experience.

**\*Attendance is for the week scheduled during the current semester; selecting a different week is not possible.**

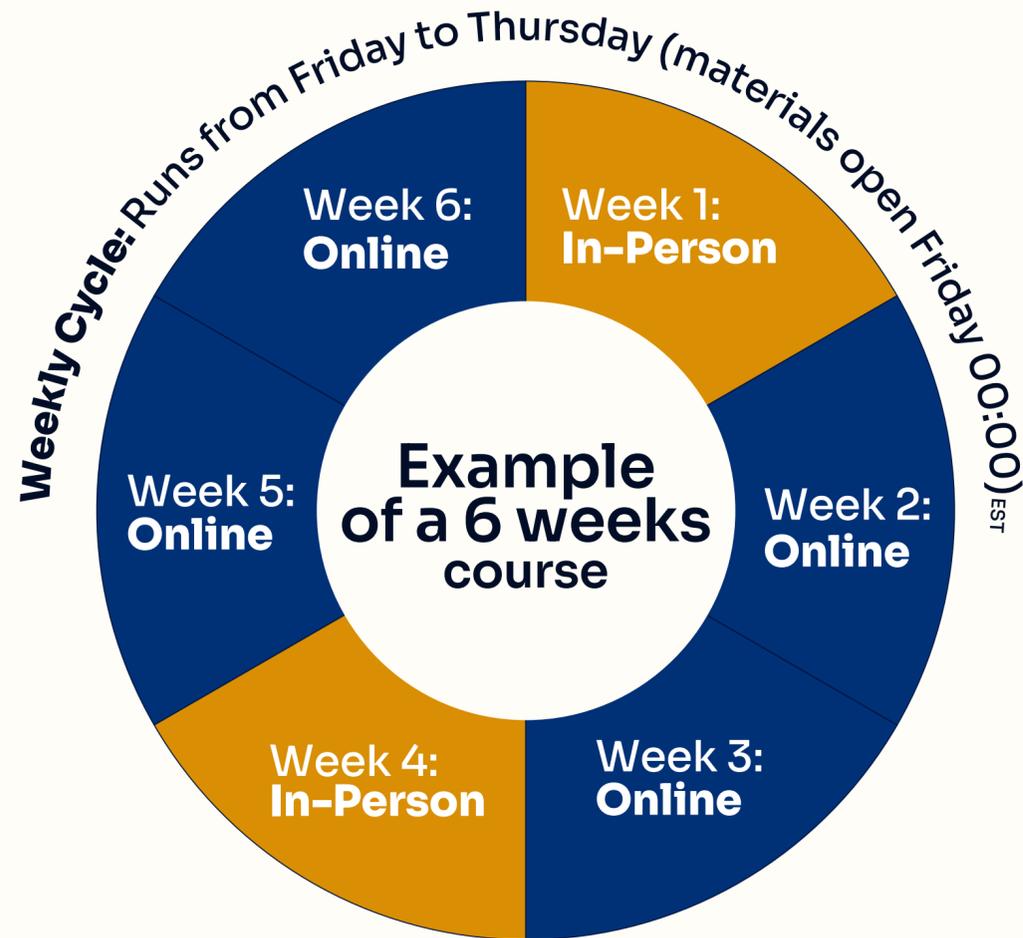
#### ⊕ In person Global Immersion Weeks



# Methodology.

## Hybrid Course Methodology Overview

Each hybrid course runs over six weeks and includes two face-to-face weekends, offering a dynamic blend of online learning and in-person academic engagement.



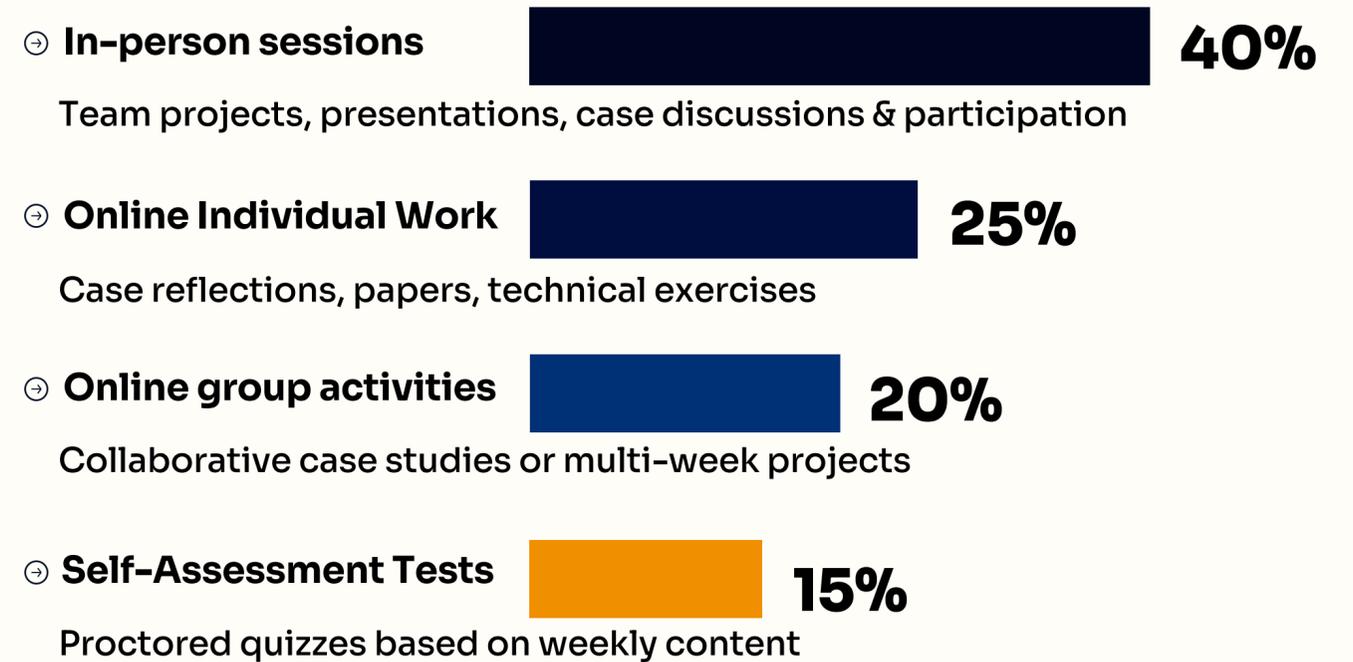
**In-Person Sessions** ↗  
Saturday & Sunday  
9:00 AM – 6:30 PM EST

**Online weeks** ↗  
4 weeks with asynchronous and synchronous activities

## Weekly Structure

<b>In-Person Weeks</b>	<ul style="list-style-type: none"> <li>- On Campus sessions (Sat &amp; Sun)</li> <li>- Group work, keynote lectures, team presentations</li> <li>- No online sessions during the week</li> </ul>
<b>Online Weeks</b>	<ul style="list-style-type: none"> <li>- Technical readings and self-evaluation tests</li> <li>- Individual tasks (due Tuesday 11:59 PM EST)</li> <li>- Optional group projects (same deadline)</li> <li>- <b>Synchronous Session:</b> Thursday evening (90 min): case discussion or team project presentations</li> </ul>

## Learning Activities & Evaluation Breakdown



# Curriculum Overview

Business Analytics and Statistical Programming	4	Marketing Management	3
Introduction to Data Mining and Visualization	3	Residence: Strategy Implementation	2
Triple Bottom Line Thinking	2	Strategic Management	4
Mathematical Methods for Data Engineering	4	Decision Management Systems	4
Database Management Systems	3	Business Analytics Capstone Project	6
Management and Financial Accounting	3		

**TOTAL: 38**

● Course title

● Credit Hours

# Exclusive Global Immersion Weeks

A face-to-face experience that transforms your vision of global leadership

## What to Expect?

- ⊙ Strategic Leadership Workshops with global industry experts.
- ⊙ Company Visits to top performing international businesses.
- ⊙ Real-World, Case Studies in a dynamic, global setting.
- ⊙ Networking with Global Business Leaders to expand executive connections.



**Silicon Valley  
San Francisco**  
Business Model  
Design,  
Innovation &  
Transformation



**Boston**  
Sustainable Leadership  
& Development



**Madrid  
Granada**  
Transformational  
Leadership



**Munich**  
Global Impact Ecosystems



## These are some companies visited



# Industry Relevant Skills & Tools



## Leadership.

Hands-on training using Analytics and AI driven Analytic tools.

Case Studies from leading and emerging tech companies.

Live business simulations & consulting projects for practical learning.



# Who Is This Program For?

## Business Analytics

The **MBA in Business Analytics** is designed for early to mid career professionals who want to lead in a world where data is at the core of business decision-making. This program is ideal for:

**Marketing**, operations, or finance professionals aiming to upskill in analytics and digital tools.

**STEM graduates or data specialists** who want to move into leadership roles in business.

**Entrepreneurs and consultants** seeking to integrate analytics into innovation and growth strategies.

**International professionals** pursuing a globally recognized degree with U.S. work opportunities.



Whether you work in a corporation, a startup, or your own business, this program will equip you with the tools to turn data into actionable insights and lead organizational transformation.

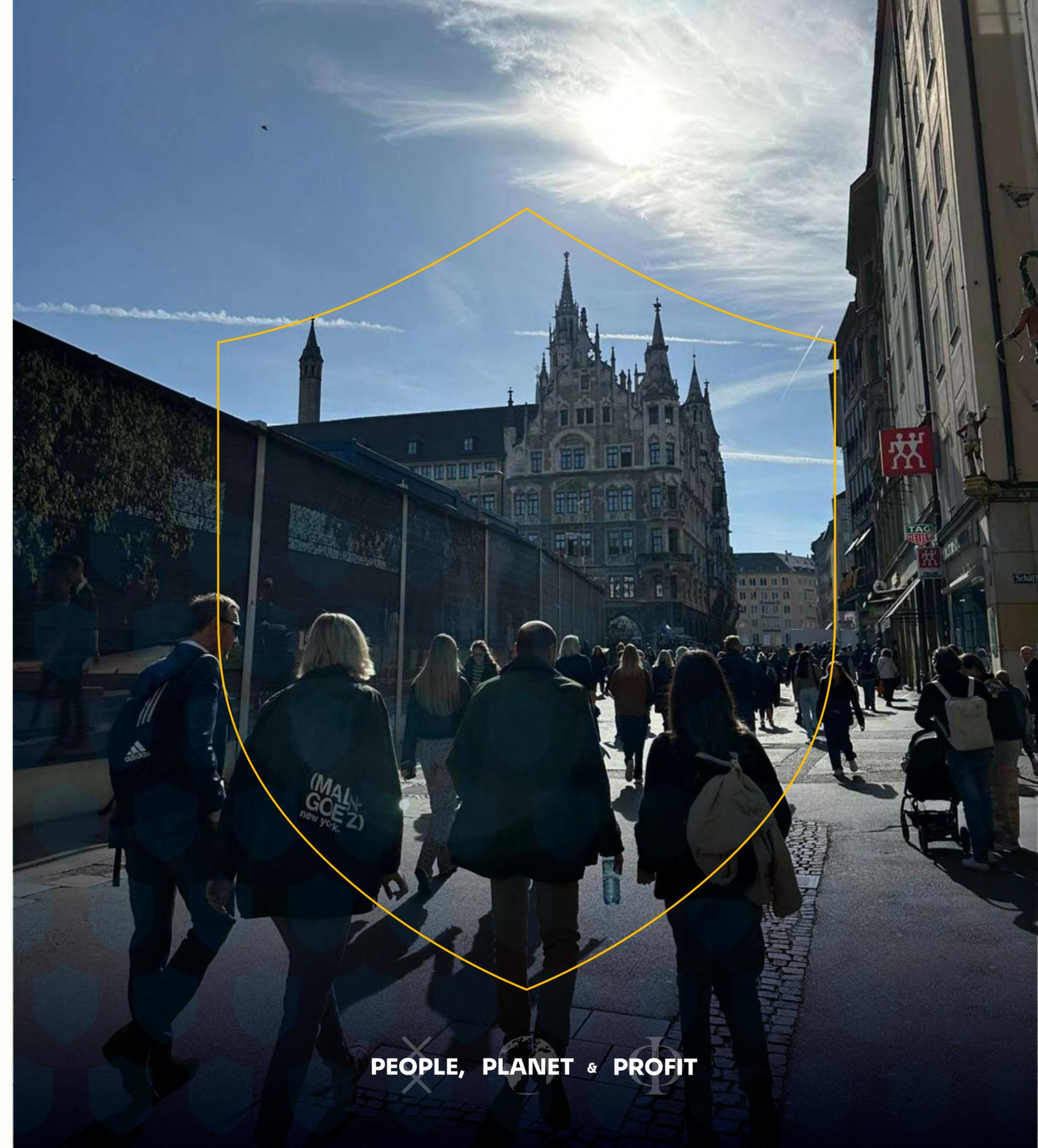
[www.westfield.edu](http://www.westfield.edu)



PEOPLE, PLANET & PROFIT

# You will learn to

- **Translate data into strategic decisions**  
by applying advanced analytics, AI driven tools, and business intelligence to real world business scenarios.
- **Lead digital transformation**  
within organizations by aligning data strategies with corporate goals.
- **Design and implement**  
sustainable business models using the Triple Bottom Line model (People, Planet, Profit).
- **Manage and visualize**  
complex data using platforms like SQL, Python, Tableau, and other analytics tools.
- **Create data-driven marketing**  
and financial strategies that deliver measurable business value.
- **Communicate insights effectively**  
to stakeholders through dashboards, storytelling, and evidence-based recommendations.
- **Develop high-impact**  
capstone projects that demonstrate your ability to solve complex business challenges.
- **Excel in leadership**  
roles across industries such as finance, consulting, technology, digital marketing, and operations.



PEOPLE, PLANET & PROFIT

# Admissions Requirements & Process

## ➤ Admission Requirements:

- ⊕ Students must have a bachelor's degree from an accredited institution. Recommended undergraduate training in science, technology, engineering and / or mathematics.
- ⊕ This program is addressed to professionals with a minimum experience of one year. Recommended executive experience.
- ⊕ **Complete the online application and submit required documents.**
- ⊕ English-language proficiency (TOEFL, IELTS, or Duolingo, if applicable). This applies to most international applicants.

## ➤ Required Documents:

- ⊕ Copy of undergraduate diploma & transcripts (translated if necessary).
- ⊕ Updated resume (CV) in English.
- ⊕ Copy of passport or ID.
- ⊕ Signed enrollment agreement.



# Tuition



**Duration:** 16 months (4 semesters)

**Language:** English

**Modality:** In-Person Learning with Hybrid Flexibility

**Final Capstone Project:** Work on a real-world Business analytics challenge for a top company.

**Price:** \$35.000<sub>USD</sub>

**Other costs**

**Registration fee:** \$150<sub>USD</sub>

Non refundable

**Credential Evaluation\*:** \$150<sub>USD</sub>



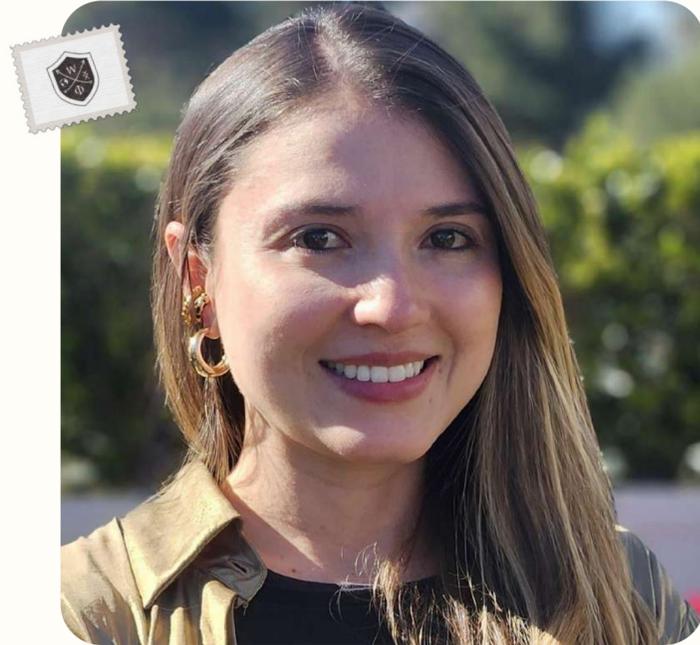
\*This service can be arranged with the provider provided by Westfield through the payment of the Credential Evaluation fee, or with any other provider.  
To study any program at Westfield Business School, it is necessary to have an undergraduate degree equivalent to a bachelor's degree in the USA from an accredited institution.

PEOPLE, PLANET & PROFIT

[www.westfield.edu](http://www.westfield.edu)

# Hear from Our Graduates: Real Success Stories

➤ Testimonies.



**Lorena Cardona**  
Executive MBA

“This MBA has been an opportunity to gain knowledge beyond my area of expertise and that’s the magic I find in this experience. It opens us up to new challenges and allows us to develop new capabilities. Beyond academic learning, it’s also a journey of personal transformation”.

[www.westfield.edu](http://www.westfield.edu)



**Giulliano Bruno Decicino**  
Executive MBA

I take with me the following phrase: learn, unlearn, and relearn. A comment here from the Triple Bottom Line, which is Planet, Profit, and People. I would add a fourth Passion. Undoubtedly, passion for life and for planting the seed of the world we want to leave for our children.

[www.westfield.edu](http://www.westfield.edu)





**Are you ready to become a  
transformational leader?**

**DOMESTIC STUDENTS**

 +1 (786) 778-6017

 fl-admissions@westfield.edu

**INTERNATIONAL STUDENTS:**

 +1 (305) 345-6931

 international@westfield.edu

**Contact us**

**Follow us on**

 Westfield Business School

 @westfieldbs

 Westfield Business School

 @westfieldbs

**Apply now:**

 westfield.edu