DURATION OF STUDIES
2 years (4 semesters)

LANGUAGE OF INSTRUCTION
English

CONDITIONS OF REGISTRATION
www.unige.ch/conditions/MA

ADMISSION CONDITIONS
www.unige.ch/gsem/en/programs/masters/admissions

As for the Master in Business Analytics, the Scientific Committee may ask the candidates to complete a maximum 12 credits credits co-required Bachelor courses (Business Analytics and Statistical Modelling) during their 1st semester at the Master program.

Master's Programme

THE MASTER IN BUSINESS ANALYTICS

At the intersection between data science, statistics and management, Business Analytics consists of using data to inform strategic decision making under uncertainty and to optimise business processes. In the digital economy with the proliferation of data, businesses have understood the tactical and strategic importance of analytics - the learning from data - as a critical field to detect and monitor client behaviours and expectations, or even future market trends.

Business Analytics tries to answer the following questions: "What has happened?" (descriptive analytics), "Why did it happen?" (explanatory or diagnostic analytics), "What will happen?" (predictive analytics) and "What should be done?" (prescriptive analytics). As such, Business Analytics is about bringing the business questions to the data.

Investing in Business Analytics can lead to a substantial competitive advantage, which, in certain sectors, ensures prosperity or even survival. Analytics is also one of the most promising approaches for public authorities who, in terms of transport, energy or public health, are required to manage and leverage the explosion of data to generate greater value for both businesses and society.

Given the increasing importance of "big data" in the economy, GSEM offers a new master program in Business Analytics that provides a wide range of career opportunities. This program responds to the growing need of medium to large organisations to leverage the use of data and to transform data assets into better management decisions.

OBJECTIVES:

• Support students to manage, analyse and use data in strategic, tactical and operational decision making under uncertainty

• Prepare students for an efficient leadership within the digital transformation to create value for businesses and society

• Bridge the gap between university education and professional needs

GENEVA SCHOOL OF ECONOMICS AND MANAGEMENT

UNIVERSITÉ DE GENÈVE

STUDY PROGRAMME

4 semesters (max. 6 semesters) | 120 ECTS credits

Core courses (1st year)

60 credits

- Algorithmics and Data Management
- Data Driven Decision Making
- Data Quality and Data Collection Strategies
- Forecasting with Applications in Business
- Creating Value Through Data Mining
- Web Data and Digital Analytics
- Technologies and Architectures for Data
- Prescriptive Analytics
- Business Analytics Strategy
- Machine Learning
- Analytics Consulting

Available options (2nd year)

60 credits

Business (Internship, specialised classes and master's thesis)

Research (Elective courses and master's thesis)

ACADEMIC CALENDAR

www.unige.ch/calendar

LEVEL OF FRENCH REQUIRED BY UNIGE

General placement test for non-Francophones is not required.

MOBILITY

The Mobility is only allowed for the "Research" orientation. In order to obtain authorization to undertake an exchange program, student must have validated the first year core courses (60 credits). They may earn up to 30 credits while on exchange. The dissertation cannot be substituted.

PROFESSIONAL PROSPECTS

The Master in Business Analytics leads to professional opportunities in many industries in Switzerland and abroad such as:

- Insurance agencies, banking and financial sector
- Energy
- Retail
- Manufacturing industry
- Pharmaceutical industry
- NGOs, public and private sectors
- Telecommunication

UNIVERSITY TAXES

500 CHF / semester

REGISTRATION

Deadline: 28 February 2020

www.unige.ch/enrolment

CONTACTS FOR STUDIES

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www.unige.ch/gsem

All programs are subject to changes. Please consult the program regulations.