UNIVERSITÉ DE GENÈVE

GENEVA SCHOOL OF ECONOMICS AND MANAGEMENT

PREAMBLE

According to the Study plan and the **Application Directives**, the Master of Science in Business Analytics includes a Master Thesis.

For students who are enrolled in the Business concentration, this corresponds to an internship report. The information provided hereunder related to the Master Thesis also applies to the internship report.

This document provides guidelines about the content of the Master Thesis Project, the content of the Master Thesis, as well as the documents to be provided upon completion of the Master Thesis.

With regard to the prerequisites, deadlines, registration, evaluation, and retake procedure, please consult the **Application Directives**, which are available on the GSEM website.

MASTER THESIS PROJECT

The project should be composed of:

- The student's information
- The concentration of the Master Thesis
- The title of the Master Thesis
- If the Business concentration is applicable, the company's/organization's information
- The GSEM supervisor's information
- A short description (maximum one A4 page) of the Master Thesis
- Tentative table of contents of the Master Thesis

Following this, the **Master Thesis Project Description** has to be submitted online on the GSEM Student Intranet, Consult the section entitled "*Master Thesis/Internship/Traineeship*," under "*My studies.*" on the GSEM Student Intranet.

MASTER THESIS

A Master Thesis is an academic work that represents the culmination of the Master's degree studies. The Master Thesis demonstrates the students' academic maturity, and specifically that the students have sufficient depth and understanding of academic knowledge pertaining to the domain of their studies.

There is no fundamental difference between a Master Thesis done in conjunction with an internship or not (except that the Master Thesis is then called internship report). However, it is likely that a Master Thesis done in conjunction with an internship puts more emphasis on the business analytics part and focuses on certain problems in a specific field of application as encountered during the internship.

There is no established criterion for the extent of a Master Thesis in terms of number of pages. What is critical is the content, not the length. The GSEM supervisor will ultimately make further information on the deliverables available to the students.

As you have learnt within the Analytics Consulting course, the main goal for writing your Master Thesis (in particular in conjunction with an internship) is "telling your story."

In order to have guidelines to follow for writing your Master Thesis (in particular in conjunction with an internship), please refer to Section 4.5 (Consulting report writing) within the slides of the Analytics Consulting course, where explanations on the format are provided. This is available on the course's Moodle page.

Moreover, please bear in mind that your Master Thesis will be kept confidential and will only be shared with your GSEM supervisor(s) and company/organization supervisor(s), if any.

DEFENSE

No public defense will take place. A public defense might be arranged, but only if it is specifically asked for and preferred by the interested students and related company/organization supervisor(s), if any.

Once the final version is validated by your GSEM supervisor(s), you will have to submit a final version on your GSEM Student Intranet.

QUESTIONS

All questions related to the Master Thesis (or Internship Report) may be sent and addressed by gsem-masters@unige.ch