



Welcome to the Master in Business Analytics (MaBAn)

September 13, 2024



**UNIVERSITÉ
DE GENÈVE**

GENEVA SCHOOL OF ECONOMICS
AND MANAGEMENT



Master of Science in Business Analytics

- Around the unique strengths of different GSEM institutes, *i.e.* information sciences, management and statistics, the GSEM at the University of Geneva has defined **in 2017** this new Master program as a **strategic, long-term initiative**.



gsem.unige.ch/master/business-analytics

MASTER'S PROGRAMS

[Economics](#)

[Responsible
Management](#)

[Statistics](#)

[Wealth Management](#)

[Business Analytics](#)

[Commodity Trading](#)

[Frequently Asked
Questions](#)

[Admissions](#)

Master of Science in Business Analytics



Given "big data's" increasing importance in the economy, the GSEM offers a Master of Science in Business Analytics, which provides a wide range of career opportunities. Positioned at the intersection between data science, statistics, and management, **Business Analytics consists of using data to inform strategic decision making under uncertainty and to optimize business processes.** Given the proliferation of data in the digital economy, businesses understand the tactical and strategic importance of analytics - learning from data - as a critical field for detecting and monitoring client behaviors and expectations, as well as future market trends.

MAIN FEATURES

Program Length

4 semesters - 120 ECTS credits

Language of Instruction

English

Admissions

Application deadline: 28 February.
Please consult our web page on [admissions](#).

Tuition Fees

CHF 500.- per semester
[Scholarships](#) are available.

International Exchange

Master students at the GSEM may go on [exchange](#) from their 3rd semester, for one

The **Master of Science in Business Analytics** (120 ECTS) aims to:

- ✓ **support students** to manage, analyse and use data in strategic, tactical and operational decision making under uncertainty;
- ✓ **empower students** with the skills needed to solve complex problems sustainably;
- ✓ **prepare students** for leadership positions in organisations' digital transformation aimed at creating value for businesses and society;
- ✓ **bridge the gap** between an university education and professional needs.



Learning goals

- 1) Our graduates will have the **critical and responsible thinking skills** to engineer sustainable solutions to large, complex and unstructured problems, from symptom to root cause, by taking into account ethical and societal issues.
- 2) Our graduates will have the **data and analytics skills** to engineer sustainable solutions to large, complex, unstructured and data-rich problems.
- 3) Our graduates will have the **skills needed towards leadership positions** in organisations' digital transformation aimed at creating sustainable value for businesses and society.
- 4) Our graduates will be professionals with **effective communication skills**.





UNIVERSITÉ
DE GENÈVE

PRESS RELEASE

Geneva | February 11th, 2019



Bridging the Gap Between Higher Education and the Labour Market

UNIGE's new Master in Business Analytics combines a university education with a corporate internship.

On February 14, students on the course will have ten minutes to win over their future employers.

The digital transformation of organisations and accompanying proliferation of data have turned business analytics into a key area for analysing and tracking customer behaviour and expectations as well as future market trends. The Geneva School of Economics and Management (GSEM) at the University of Geneva (UNIGE) offers a Master in Business Analytics (MaBAn) to meet this rising demand. The Groupe des Entreprises Multinationales (GEM) has been the program's exclusive partner since the beginning of the current academic year. The Master, which is unique in Switzerland, combines a first year of academic studies at the university followed by a year on a corporate internship, thereby creating new bridges between higher education and the needs of the business world. In their efforts to find a second-year internship, students will take part in a speed recruitment meeting on February 14. They will have 10 minutes to convince representatives of the participating companies, all members of the GEM.

"Business analytics lies at the intersection of data science, statistics and management," explains Diego Kuonen, a GSEM professor and director of the MaBAn. "It uses data to help make strategic decisions in uncertain conditions and to optimises business processes." The MaBAn is the first program to carry the «business analytics» title in Europe. It aims to support and prepare students for jobs in data analysis and management in the current context of digital transformation. The economy is lacking analytical skills: in 2016, the McKinsey Global Institute estimated that the US economy would absorb between two and four million "business translators" by 2026. These translators will act as a link between analytical talent and practical applications. The MaBAn has been set up to train future leaders in corporate data analysis.

1st Semester

2nd Semester

3rd Semester

4th Semester

Co-requisites

– up to 6 ECTS

Part or all of the complementary program may be required upon admission

Business Analytics

Core Courses – 63 ECTS

Algorithmics and Data Management

Data Quality and Data Collection Strategies

Forecasting with Applications in Business

Applied Programming with R and Python

Machine Learning

Analytics Consulting

Advanced Data-Driven Decision Making

Data-Driven Impact Evaluation

Prescriptive Analytics

Privacy and Data Protection in the Digital Economy

Technologies and Architectures for Data

Two courses of the 1st semester may be followed during the 3rd semester - if the completion of a complementary program is necessary

Business Concentration – 57 ECTS

Core Courses - 45 ECTS

Internship and Internship Report

Elective Courses - 12 ECTS

Choice from a list of courses

Applied Bayesian Statistics; Change Management; Data Science; Services: from Concept to Market; ...

Research Concentration – 57 ECTS

Master Thesis – 30 ECTS

Elective Courses – 27 ECTS

Choice from a list of courses

Data Science; Linear Models for Dependent Data; Strategic Human Resource Management; The Statistical Analysis of Time Series; ...

MSc. in Business Analytics 2024-2025

Fall 2024

	Monday	Tuesday	Wednesday	Thursday	Friday
8h15 - 10h	S210010SE Business Analytics Assistant-es M R280			S402012SE Data Quality and Data Collection Strategies Assistant-es M 3020	
10h15 - 12h		9h15-13h S402002CR Algorithmics and Data Management Prof. Katarzyna WAC Auditoire RDC - BATTELLE A		S411031CR Forecasting with Applications in Business Dr. Jérôme REBOULLEAU M 1170 U300 : 21/11	S210010SE Business Analytics Prof. Diego KUONEN M R280
12h15 - 14h			S411038CR Applied Programming with R and Python Prof. Markus MEIERER M 5290		
14h15 - 16h					S402012CR Data Quality and Data Collection Strategies Prof. Diego KUONEN M S040
16h15 - 18h		S403011CR Machine Learning Prof. Sebastian ENGELKE M R030		S403011SE Machine Learning Assistant-es SCIII - 1S081	S210010SE Business Analytics Assistant-es M R290

Cours obligatoires

Co-requis

Programme des cours : <https://pgc.unige.ch/main/study-plans?searchTerm=master&year=2023&fac=14460>

	Monday	Tuesday	Wednesday	Thursday	Friday
8h - 10h		S402017CR Technologies and Architecture for Data <i>Prof. Konstantas</i> <i>Mme Carrodano Tarantino</i> M 5020		S401024CR Advanced Data-Driven Decision Making <i>Prof. Paulssen</i> M 4183	S401016CR Analytics Consulting <i>Prof. Kuonen</i> 8h -11h M R160
10h - 12h		S402017SE Technologies and Architecture for Data <i>Mme Carrodano Tarantino</i> M 5020			
12h - 14h					S411036CR Privacy and Data Protection in the Digital Economy <i>Prof. Benhamou</i> M S040 / M2193
14h - 16h	S403116CR Data Driven Impact Evaluation <i>Prof. Sperlich</i> M 5220		S411010CR Prescriptive Analytics <i>Prof. Zufferey</i> M 3220		
16h - 18h	S403116SE Data Driven Impact Evaluation <i>Assistant-es</i> M 5220				

Note: this is the version “2023-2024”...

Key conditions for success...

It is compulsory to obtain **by the January 2025 exam session**:

- At least 12 credits (ECTS), including credits obtained from co-requisites teaching (*art. 19 al. 1 let. a*).

It is compulsory to obtain **by the August/September 2025 extraordinary exam session**:

- At least 48 credits (ECTS), excluding credits obtained for the co-requisites teaching (*art. 19 al. 1 let. b*).

You should obtain the credits from the co-requisites, at latest, by the end of the 2nd semester (*art. 19 al. 1 let. d*).

6th semester: last deadline to obtain the **120 ECTS** (*art. 19 al. 1 let.h*).

Business Concentration

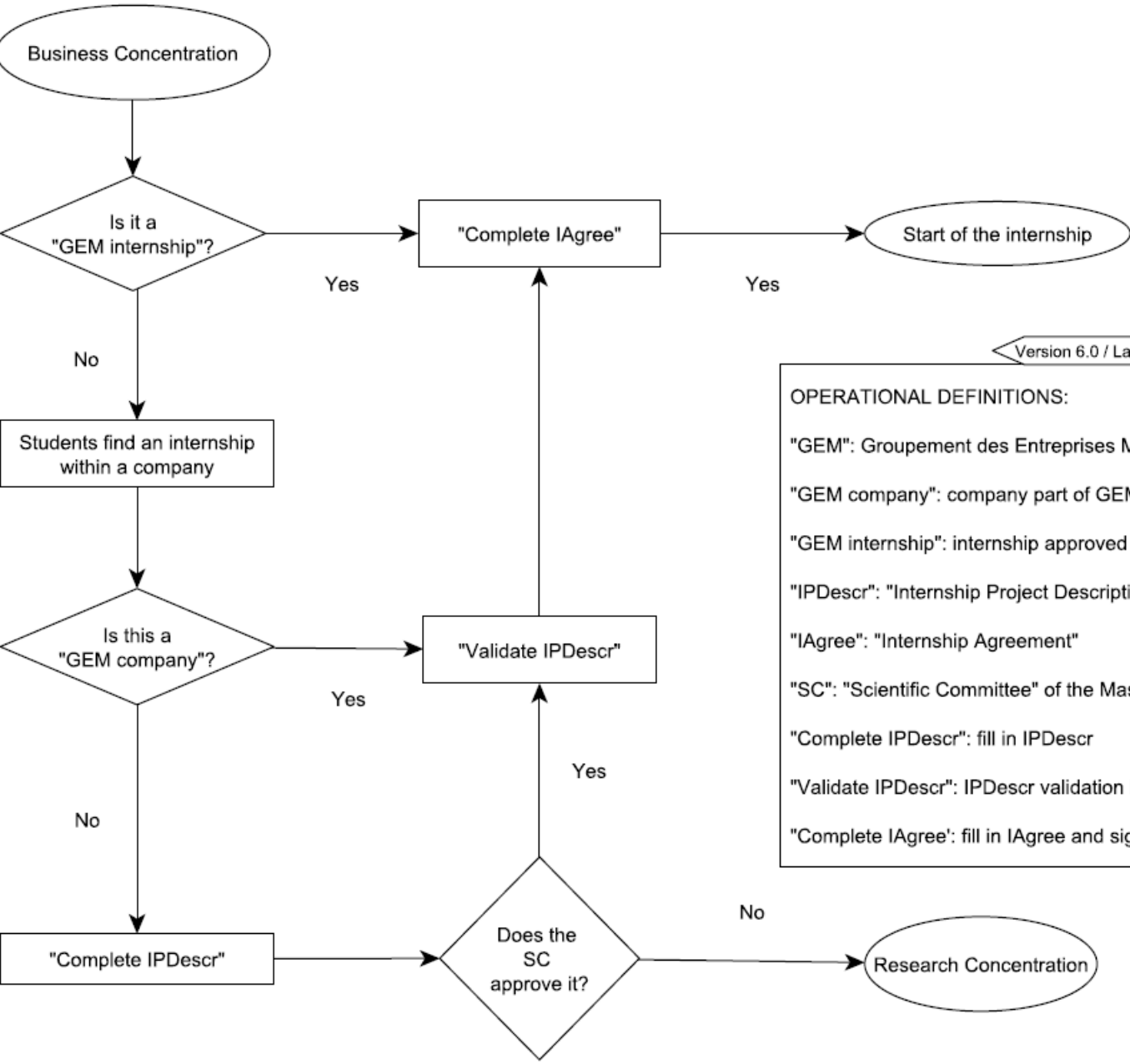
GEM («Groupement des Entreprises Multinationales»)



UNIVERSITÉ
DE GENÈVE

GENEVA SCHOOL OF ECONOMICS
AND MANAGEMENT

GEMonline.ch



Version 6.0 / Last update: 01.03.2023

OPERATIONAL DEFINITIONS:

- "GEM": Groupement des Entreprises Multinationales
- "GEM company": company part of GEM and approved by GEM to provide an internship
- "GEM internship": internship approved and validated by GEM
- "IPDescr": "Internship Project Description"
- "IAgree": "Internship Agreement"
- "SC": "Scientific Committee" of the Master in Business Analytics
- "Complete IPDescr": fill in IPDescr
- "Validate IPDescr": IPDescr validation by the SC
- "Complete IAgree": fill in IAgree and sign it by all parties (incl. GSEM supervisor)

Key dates for preparation...

- **October 23, 2024**: **your CV up-to-date**, your CV should be updated and sent to the MaBAn general email address gsem-maban@unige.ch to be shared with GEM companies;
- **February 13, 2025**: **«MaBAn Speed Recruitment Meeting (SRM)»**, an entire day event to have an interview with the GEM companies for a potential internship.



Class representative

- The class representative handles **communications** and takes the questions emerging from students to the academic support.
- The class is in charge of naming a representative of **MaBAn's 8th intake** by **mid-October 2024**.
- For any scientific issue with the MaBAn program, please share your concerns with the class representative who will be your ambassador and bring them out.

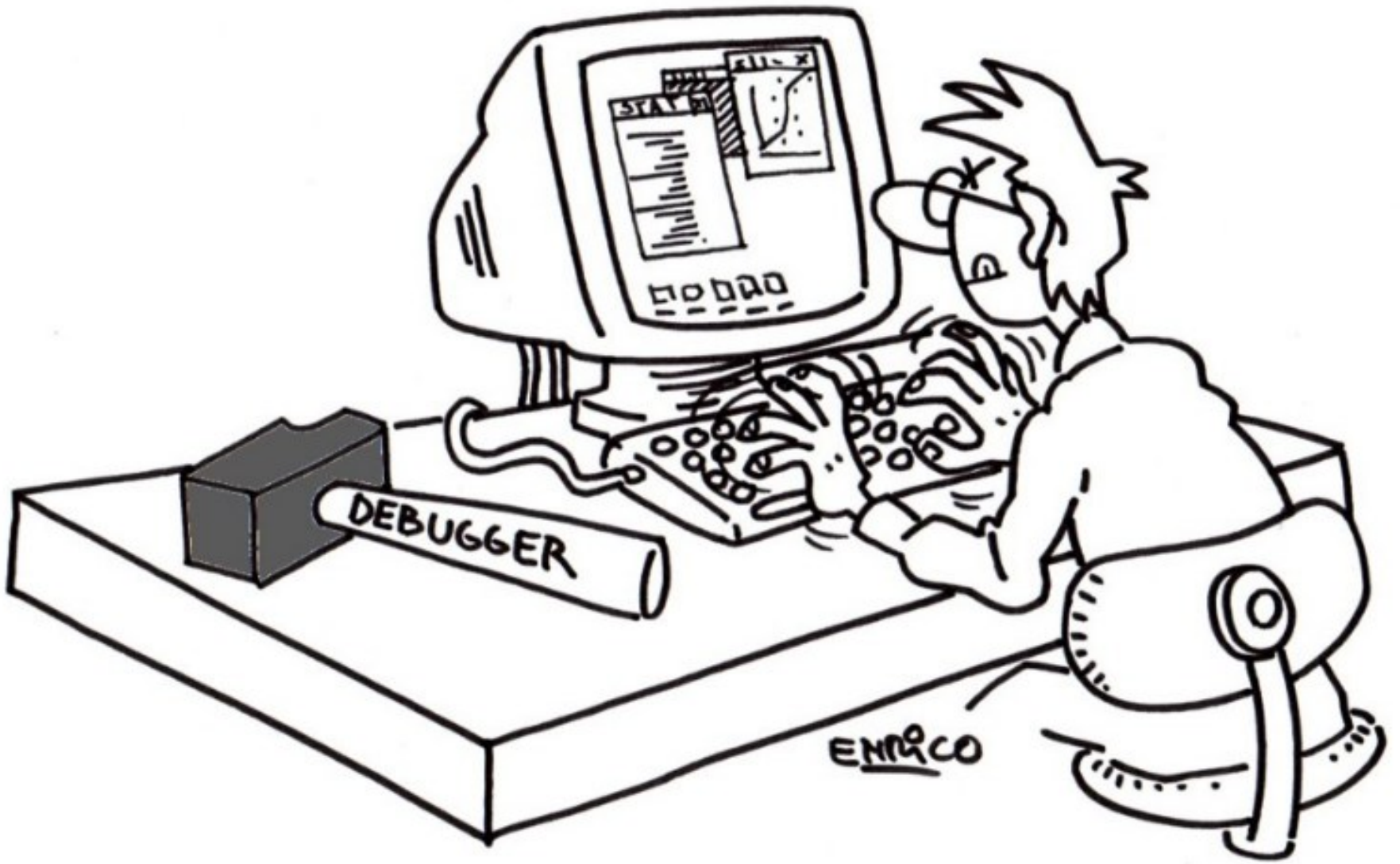


Policy on the use of generative AI tools

- You can use generative AI tools for developing your group presentation(s) and/or individual assignment(s).
- You are provided with access to Microsoft Copilot (via your University login). You also may have (free) access to ChatGPT and Google Gemini (and possibly other generative AI tools such as Claude).
- When using generative AI tool(s) for your work, please add a maximum half-page declaration with the following information:
 1. Identify the generative AI tool(s) you used for your work;
 2. Describe how you used the generative AI tool(s) by disclosing the parts of your work that were developed in collaboration with the generative AI tool(s) and by identifying the contribution of the generative AI tool(s) to these parts; and
 3. Explain your unique contribution above and beyond outputs provided by the generative AI tool(s).
- The University of Geneva statement on (generative) AI also applies (see also the [guidebook on generative AI](#)):

unige.ch/en/university/politique-generale/statement-ai/





UNIVERSITÉ
DE GENÈVE

GENEVA SCHOOL OF ECONOMICS
AND MANAGEMENT