



#### DURATION OF STUDIES

2 years (4 semesters)

#### LANGUAGE OF INSTRUCTION

English

#### ADMISSIONS CONDITIONS

[www.unige.ch/gsem/fr/formations/masters/admission](http://www.unige.ch/gsem/fr/formations/masters/admission)

### *Master's Programme*

## THE MASTER IN BUSINESS ANALYTICS

is a new discipline that consists of using massive corporate and organizational data to inform strategic decision making and optimizing complex organizational processes at the intersection between Data Science, Statistics and Management. In the digital economy with the proliferation of data, many companies have understood the tactical and strategic importance of Business Analytics and the use of sophisticated analytical techniques to detect and monitor client behaviors and expectations, or even future market trends. With Business Analytics, companies can integrate these elements into their corporate decisions by aligning products and services with economic realities. Investing in Business Analytics can lead to a substantial competitive advantage, which, in certain sectors, ensures prosperity or even survival. Business 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 business and society. Given the increasing importance of Big Data's role in the economy, GSEM offers a new master program in Business Analytics starting in the fall semester of 2017. This program responds to the growing need for large and medium businesses, as well as other organizations, to leverage the use of data and transform data assets into better management decisions based on data.

## STUDY PROGRAMME

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

### Core courses (1st year)

60 credits

- Algorithmics and Data Management
- Data Science for Business Analytics
- Data Quality and Data Collection Strategies
- Statistical Methodologies for 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

Academic (Courses and dissertation)

Professional (Work placement and dissertation)

## ACADEMIC CALENDAR

[www.unige.ch/calendar](http://www.unige.ch/calendar)

## LEVEL OF FRENCH REQUIRED BY UNIGE

General placement test for non-Francophones is not required.

## PROFESSIONAL PROSPECTS

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

- Banking
- Healthcare
- Insurance
- Manufacturing
- NGOs, public and private sectors
- Oil, gas and energy
- Pharma
- Research
- Retail and consumer goods
- Telecommunications

With applications to:

- Controlling costs and insuring compliance
- Credit scoring
- Customer relationship management
- Direct marketing
- Fraud detection
- Increase sales and enhance customer loyalty
- Predictive healthcare actions
- Preventative maintenance
- Process optimization
- Quality control
- Risk calculation
- Sales forecasting
- Scientific studies
- Social network management

## UNIVERSITY TAXES

500 CHF / semester

## REGISTRATION

Deadline: 28 February 2018

[www.unige.ch/enrolment](http://www.unige.ch/enrolment)  
[admissions.unige.ch](http://admissions.unige.ch)

## CONTACTS FOR STUDIES

### GENEVA SCHOOL OF ECONOMICS AND MANAGEMENT

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