DURATION OF STUDIES

2 years (4 semesters)

LANGUAGE OF INSTRUCTION

English

CONDITIONS OF REGISTRATION

www.unige.ch/conditions/MA

ADMISSION CONDITIONS

As for the Master in Business Analytics, the Scientific Committee may ask the candidates to complete a maximum 6 credits co-required Bachelor course (Business Analytics) during their 1st semester at the Master program.

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

Master's Programme

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 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

STUDY PROGRAMME

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

Core courses (1st year) (63 credits)

- Algorithmics and Data Management
- Advanced Data-Driven Decision Making
- Analytics Consulting
- Applied Programming with R and Python
- Data-Driven Impact Evaluation
- Data Quality and Data Collection Strategies
- Forecasting with Applications in Business
- Machine Learning
- Prescriptive Analytics
- Privacy, Data Protection and Cybersecurity Law
- Technologies and Architectures for Data

Concentrations (2nd year) (57 credits)

Business (Internship, specialised classes and intership report)
Research (Elective courses and master thesis)

ACADEMIC CALENDAR

www.unige.ch/calendar

LEVEL OF FRENCH REQUIRED BY UNIGE

No French proficiency test required for non-Francophones.

LEVEL OF ENGLISH

Proof of English language proficiency at a minimum level of B2, as evidenced by recognized examinations or documents deemed equivalent such as, for example, certificates or proof of previous studies in English.

MOBILITY

The Mobility is only allowed from the third semester, for one semester maximum, for the "Research" orientation only, after having validated the 1st year core courses (63 credits). They may earn up to 30 credits while on exchange.

PROFESSIONAL PROSPECTS

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

TUITION FEES

500 CHF per semester

REGISTRATION

Deadline: 28 February 2027

www.unige.ch/enrolment

CONTACTS FOR STUDIES

GENEVA SCHOOL OF ECONOMICS AND MANAGEMENT

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1211 Genève
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www.unige.ch/gsem

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