UNIVERSITÉ DE GENÈVE

GENEVA SCHOOL OF ECONOMICS AND MANAGEMENT

# Master of Science in Business Analytics

(Version 4 – 15.04.2020)

**1. Learning Goal: Our graduates will have the critical and responsible thinking skills to understand large, complex and unstructured problems, from symptom to root cause, by taking into account ethical and societal issues.**

**Objectives:** Our students will be able to

1. understand the need for a cohesive body of knowledge for solving relevant problems.
2. critically evaluate different solutions to relevant problems in the context of sustainability.
3. recognize and warrant responsible and ethical use of analytics in society.

**2. Learning Goal: Our graduates will have the data and analytics skills to engineer sustainable solutions to large, complex, unstructured and data-rich problems.**

**Objectives:** Our students will be able to

1. understand that the collection of high quality data is critical to analytics' success.
2. manage complex and massive data sets by using information science methods and tools.
3. use advanced analytics methods to turn data into actionable insights.
4. systematically integrate analytics concepts, methods and tools, often with other relevant disciplines, to solve problems sustainably.

**3. Learning Goal: Our graduates will have the skills needed towards leadership positions in organizations' digital transformation aimed at creating sustainable value for businesses and society.**

**Objectives:** Our students will be able to

1. deal with a cohesive body of knowledge to implement or augment digital transformation processes.
2. apply an unified approach to analytics by integrating multiple methods and tools in an iterative manner to generate sustainable data-driven decision making and to enable continuous improvement.
3. manage large, complex, unstructured and data-rich projects.

**4. Learning Goal: Our graduates will be professionals with effective communication skills.**

**Objectives:** Our students will be able to

1. communicate effectively orally to expert and general audiences.
2. communicate effectively in written to expert and general audiences.
3. disseminate their engineering and problem-solving approaches within a real-world context during their internships ("business concentration").
4. disseminate their analytics' innovations within an academic context ("research concentration").