



# GENEVA SCHOOL OF ECONOMICS AND MANAGEMENT (GSEM)



## MASTER IN BUSINESS ANALYTICS

A new programme  
for a new approach  
to management

GENEVA SCHOOL OF ECONOMICS  
AND MANAGEMENT



UNIVERSITÉ  
DE GENÈVE



The Geneva School of Economics and Management (GSEM) at the University of Geneva has launched a strategic initiative to strengthen its ties to the city, and align its curriculum with the longterm demands of corporations and institutions across industries.

The *Bridge the Gap* programme was born from this initiative and will offer two professional masters, including a new specialisation in Business Analytics starting in fall 2017.

## From big data to decision making

At the intersection between *Data Science* and Management, *Business Analytics* (BA) is a new discipline that consists of using massive corporate and organisational data to inform strategic decision making and optimising complex organisational processes.

In the digital economy with the proliferation of data, many companies have understood the tactical and strategic importance of *Big Data* and the use of sophisticated analytical techniques to detect and monitor client behaviours and expectations, or 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 in *Business Analytics* starting in the fall 2017 semester. This programme responds to the growing need for large and medium businesses, as well as other organisations, to leverage the use of data and transform data assets into better management decisions based on data.



## A forward-thinking career

As part of the *Bridge the Gap* programme, this new master builds on GSEM's proven strengths in statistics and strategic management and new faculty in the area of Data Science, Marketing Analytics, Business Analytics and Financial Analytics. With its desire to bridge the gap between academic education and corporate market needs, GSEM aims to forge strong bonds between Geneva businesses and its new master, by offering a partnership.

One third of American business schools ranking among the Top 100 offer education in Business Analytics. Since 2011, the McKinsey Global Institute predicts a lack of specialists: it estimates that by 2018, the United States may lack between 140,000 and 190,000 employees with deep analytical skills, as well as 1.5 million business managers and analysts who know how to use analytics to make more effective decisions.

GSEM's partners notably commit to:

- participating, through their professional association, to the development of professional programmes following the principles of dual education
- welcoming and training 2nd year students, for 80% of their time during two semesters
- contributing to professional classes which the students attend

Internships are credited and unpaid, but can be compensated. At the end of the Master, the student completes a practical or theoretical thesis project under the guidance of a GSEM professor.

### Why this Master?

Graduates of the Master in Business Analytics will be able to answer the following questions:

- What happened? (descriptive analytics)
- Why did it happen? (explanatory or diagnostic analytics)
- What will happen? (predictive analytics)
- What should be done? (prescriptive analytics)

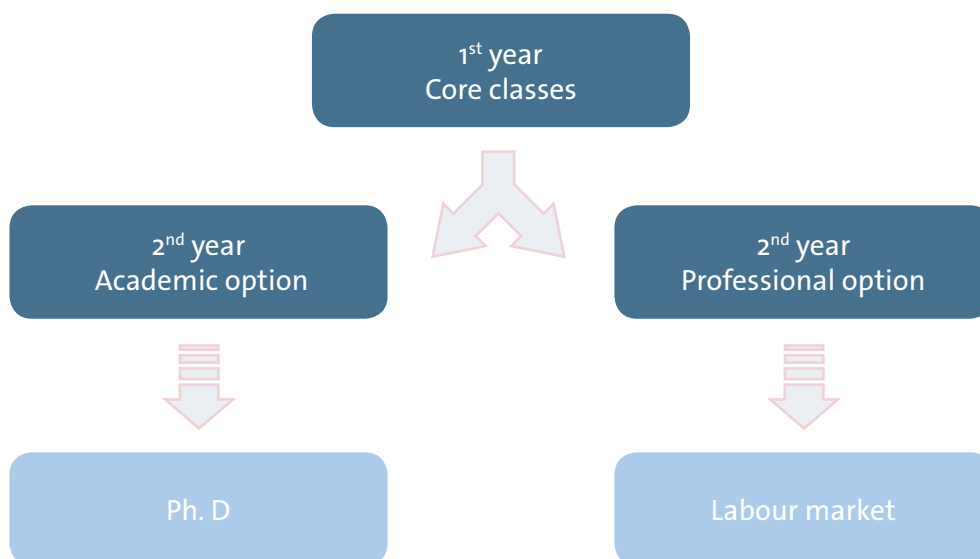
**GSEM is one of the first European schools to offer a complete, 120-credit Master programme in Business Analytics.**





## One master - Two options

Inspired by dual education, in the *Bridge the Gap* Master programmes, students can choose between two options: a professional and an academic one. The goal of this new type of Master is to reduce the gap between university education and professional needs, as well as to facilitate and accelerate students' transition into their professional lives.



The first year is dedicated to consolidating academic and methodological skills, and to deepen understanding in the student's specialisation. The student can then choose to prepare for a doctoral programme or spend the second year of the Master with a corporation.