

Effective date: 15 September 2025

## 1. General Information and Rules

Students in the Master program in Business Analytics at the Geneva School of Economics and Management (GSEM) enter the Master program's second part after completing 60 ECTS from the core courses of the Master program's first part and the co-requisite course.

Within the Master program's second part there are two concentrations: the Business concentration and the Research concentration.

**By default all students eligible for the Master program's second part are in the Business concentration.** Students wishing to enrol in the Research concentration must indicate this in their application to the Master program. At the end of the first part of the Master program they must apply for this Research concentration and obtain the approval of the Scientific Committee. Once enrolled in the Research concentration the student cannot switch back to the Business concentration. As such, no transition is possible from the Research to the Business concentration.

In the Business concentration the students are requested to complete an internship with a **minimum duration of 10 months** (i.e., two semesters), with the agreement of the Scientific Committee.

The purpose of the internship is to enable the students to apply the knowledge acquired during their studies in the Master program and to prepare them for the working world. Within the host company/organization, a student is placed under the direction of the internship supervisor within the host company/organization. Toward the end of the internship, the student is required to write an Internship Report that describes the activity during the internship.

**During the process of finding an internship** the students commit to

- Not negotiate any terms or conditions (e.g., salary, possibility of a permanent position after the internship) offered by an approved company/organization participating in the official Master's program internship search process (e.g., at the "Speed Recruitment Meeting" event and its follow-ups).
- Clearly inform the offering company/organization of the earliest date they will be able to start their internship (based on the requirements for the second part of the Master program, e.g., this date may be affected by any retake exams, which could postpone the start of the internship to July, October or March, depending on the exam sessions).

**During the internship** the students commit to

- Fulfil the tasks of the internship with utmost care and diligence.
- Conform to rules and internal directives of the host company/organization.
- Behave with integrity and discretion concerning all confidential information of the host company/organization and to respect any obligation of confidentiality defined by the host company/organization.
- Respect the specific Master program's requirements.

**All students are required to adhere to the two aforementioned internship rules.** If a student fails to comply with these rules, the Scientific Committee has the right to exclude him/her from the Master program completely (if deemed necessary the Scientific Committee will make a corresponding demand to the dean; in accordance with Article 19, paragraph 2c of the [Program Regulations](#)). Students who, despite having scrupulously respected all rules, were unable to secure an internship may be directly placed in the Research concentration by the Scientific committee.

## 2. Internship

### PREREQUISITE

The student should have earned 60 ECTS credits from the core courses of the Master program's first part and the co-requisite course, with the agreement of the Scientific Committee.

Confirmation of the internship is conditional upon the lifting of the reservation concerning the successful completion of the 60 prerequisite credits.

### PROCESS

The process is composed of two steps: (1) the Internship Project Announcement and (2) the Internship Completion.

To announce the internship details, the student must submit the Internship Project Announcement. For the Internship Completion, the student must confirm the completion of the internship.

#### 1. Internship Project Announcement

The student enrolled in the Master program's Business concentration, must, for the second part, secure an internship linked to business analytics in a company/organization for a minimum of 10 (ten) months and not exceed the study completion deadline.

To register for the internship, students must follow the online process on the [GSEM Student Intranet](#), before starting their internship. Consult the section entitled "*Master Thesis/Internship/Traineeship*," under "My studies."

If the internship is not obtained through an event organized by the Master program, the company/organization will provide all details about the internship (description, goals, ...) that have to be validated by the Scientific Committee.

Before the commencement of the internship, students must identify at least one GSEM supervisor who agrees to advise them during their internship and for the Internship Report.

The validation chain is as follows: (1) Student Services, (2) the company/organization, (3) the Scientific Committee of the program, and (4) the GSEM supervisor(s).

If students interrupt their internship within the Business concentration, they must secure a new internship by an approved company/organization to pursue their degree.

#### 2. Internship Completion

To confirm the Internship Completion, students must go to "*Internship Report Submission*."

It is important for students to note that at this stage, no report is submitted on the platform. This is only to confirm that the students finished the activities related to their internship.

### EVALUATION

Internship and GSEM supervisors evaluate the student progressively (e.g., month by month). The final internship assessment received is turned into a pass/fail result and is granted 30 ECTS credits. After completing the internship, the credits are published on the students' transcript at the end of the related exam session.

### RETAKE PROCEDURE

If the student fails within the meaning of Article 17, paragraph 2 of the [Program Regulations](#), this provision applies for the second and last attempt.

## INTERNSHIP EXTENSION

As part of the Master's degree in Business Analytics, students undertake an intra-cursus internship during their studies, which is covered by an internship agreement. The GSEM internship agreement specifies the duration of the internship. It is not possible to extend the internship, unless the Scientific Committee reviews and approves the modification of the end date of the internship mutually agreed upon by the company/organization and the student, in accordance with the GSEM supervisor and the Student Services.

## QUESTIONS

All questions related to internships may be sent to [gsem-maban@unige.ch](mailto:gsem-maban@unige.ch)

## 3. Internship Report/Master Thesis

The study program for the Master in Business Analytics includes an Internship Report (for students enrolled in the Business concentration) or a Master Thesis (for students enrolled in the Research concentration).

### PREREQUISITE

If the student is enrolled in the Business concentration, the student must have passed all the compulsory courses and co-requisite courses and must have completed at least six months of internship before submitting the Internship Report.

If the student is enrolled in a Research concentration, the student must have passed all the compulsory, elective, and co-requisite courses before submitting the Master Thesis.

The information provided hereunder relating to the Master Thesis also applies to the Internship Report.

### MODALITY

In both concentrations, it is possible for several students to write one Master Thesis together. To do so, the individual roles and contributions must be clearly visible in the Master Thesis to allow appropriate individual assessment.

### REGISTRATION

To register for the Internship Report / Master Thesis, students must follow the online process on the [GSEM Student Intranet](#), before starting with their Internship Report / Master Thesis.

The validation chain is as follows: (1) Student Services, (2) the Scientific Committee of the program, and (3) the GSEM supervisor(s).

For the Business orientation, the internship report must be submitted on the platform following the process for announcing an Internship/Master's Thesis Project Description. The project description is the same as that announced for the internship. Students can then submit their internship report as their master's thesis.

### DEADLINE

The student must discuss the Internship/Master Thesis Project Description with potential supervisor(s) as soon as possible.

As soon as they can, the students will submit the Internship/Master Thesis Project Description to the Scientific Committee of the Master program.

In any case, the Scientific Committee must approve the Internship/Master Thesis Project Description, which should be submitted in accordance with the following deadlines:

If the students plan to complete their Internship Report/Master Thesis by the end of the ordinary session of May–June, they must submit the Internship/Master Thesis Project Description on 1 April at the latest.

If the students plan to complete their Internship Report/Master Thesis by the end of the extraordinary session of August–September, they must submit the Internship/Master Thesis Project Description on 1 July at the latest.

If the students plan to complete their Internship Report/Master Thesis by the end of the ordinary session of January–February, they must submit the Internship/Master Thesis Project Description on 1 November at the latest.

The Scientific Committee examines the Internship/Master Thesis Project Description and can either approve it, ask for a revision, or reject it.

The students must then complete the Internship Report/Master Thesis and submit it to the supervisor according to the following deadlines:

If the students plan to complete their Internship Report/Master Thesis by the end of the ordinary session of May–June, they must submit the Internship Report/Master Thesis on 20 May at the latest.

If the students plan to complete their Internship Report/Master Thesis by the end of the extraordinary session of August–September, they must submit the Internship Report/Master Thesis on 20 August at the latest.

If the students plan to complete their Internship Report/Master Thesis by the end of the ordinary session of January–February, they must submit the Internship Report/Master Thesis on 20 December at the latest.

However, in any case, the Internship Report/Master Thesis must be submitted no later than eight weeks before the end of the sixth semester in accordance with Article 17, paragraph 3 of the [Program Regulations](#).

## GUIDELINES

For further details about the content of the Internship/Master Thesis Project Description, the content of the Internship Report/Master Thesis, and the documents to be provided at the end of the Internship Report/Master Thesis, please consult the **Master Thesis Guidelines**, which are available on the [GSEM Website](#).

## EVALUATION

The GSEM supervisor evaluates the final Internship Report/Master Thesis document. The program director then validates the grade received from the GSEM supervisor, which is considered at the end of the exam session.

The GSEM supervisor must submit the final grade on the last day of the exam session at the latest, as provided by the GSEM Academic Calendar.

If the grade is received after the last day of the exam session, it will be linked to the next semester if the student's study timeframe allows it.

### **For students who started their program before 2022–2023:**

If the student is enrolled in a Business concentration, the Internship Report/Master Thesis is linked to an internship and is granted 15 ECTS credits. If the student is enrolled in a Research concentration, the Master Thesis is not linked to an internship and is granted 30 ECTS credits.

### **For students who started their program in 2022–2023:**

If the student is enrolled in a Business concentration, the Internship Report/Master Thesis is linked to an internship and is granted 9 ECTS credits. If the student is enrolled in a Research concentration, the Master Thesis is not linked to the internship and is granted 30 ECTS credits.

### **For students who started their program in 2023–2024 and in 2024–2025:**

If the student is enrolled in a Business concentration, the Internship Report/Master Thesis is linked to an internship and is granted 15 ECTS credits. If the student is enrolled in a Research concentration, the Master Thesis is not linked to the internship and is granted 30 ECTS credits.

#### **RETAKE PROCEDURE**

If the student fails within the meaning of Article 17, paragraph 2 of the [Program Regulations](#), this provision applies for the second and last attempt.

#### **QUESTIONS**

All questions related to the Internship Report / Master Thesis may be sent to [gsem-masters@unige.ch](mailto:gsem-masters@unige.ch)

## **4. Mobility**

Article 5 of the [Program Regulations](#) is applicable. The following only applies to the Research concentration, as **only students enrolled in the Research concentration are eligible for mobility**.

#### **PREREQUISITE**

To obtain authorization to undertake an exchange program, the student must have earned, in the first year of studies (i.e., in the first (Fall) semester and the second (Spring) semester), the following credits:

For students who started their program in 2022–2023, a minimum of 69 ECTS credits of compulsory courses and they must be registered for the Research concentration.

For students who started their program in 2023–2024 and in 2024–2025, a minimum of 63 ECTS credits of compulsory courses and they must be registered for the Research concentration.

Students registered for the Business concentration are not authorized to do an exchange program.

The exchange program becomes possible from the program's third semester:

Students who started their program in 2022–2023 and who participate in the exchange program, earn a maximum of 21 ECTS credits for the exchange program.

Students who started their program in 2023–2024 and in 2024–2025 and who participate in the exchange program, earn a maximum of 27 ECTS credits for the exchange program.

## APPLICATIONS

All relevant information regarding applications, the allocation, the study contract, the academic calendar, the verification/amendment of the learning agreement, the delivery of the official transcript, and the consequences of failing courses during the mobility stay are included in the **Mobility Guidelines**, which are available on the GSEM website.

## QUESTIONS

All questions may be sent to [mobility-gsem@unige.ch](mailto:mobility-gsem@unige.ch)

## 5. Generative AI Tools' Usage Policy

The GSEM has issued guidelines for students regarding the use of generative AI tools in learning and assessment. These guidelines apply to students in this program, and include the following fundamental principles:

- Transparency: Students must explicitly declare the use of generative AI tools in their work, specifying the tools used and their contribution to the work submitted.
- Academic integrity: Generative AI tools must not replace the human skills being assessed but may be used as a learning support tool in accordance with academic and ethical requirements.
- Equity and accessibility: The use of generative AI tools must not create inequalities between students. When paid versions of tools are required, equivalent alternatives must be offered, or their use must remain optional.

Students are fully responsible for the quality and authenticity of their work. Are fully prohibited: the production of work entirely generated without any substantial contribution from the student; automatic response to assessments; submission of a document without critical verification of content, sources, etc. The use of generative AI tools in assessments is subject to the conditions defined by each teacher or in the program guidelines for internship reports and master thesis, ranging from free use, partial use, restricted use, to total prohibition. Infringement of the rules of academic integrity, tantamount to an act of plagiarism, and liable to sanctions in accordance with [Article 72 of the Statutes of the University of Geneva](#).

For the Master of Science in Business Analytics, the following additional points apply.

Students can use generative AI tools for developing their group presentation(s) and/or individual assignment(s), unless otherwise instructed.

Students are provided with access to Microsoft Copilot (via their University login). They 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 their work, students must add a maximum half-page declaration with the following information:

1. Identification of the generative AI tool(s) used for their work;
2. Description on how the generative AI tool(s) has been used by disclosing the parts of the 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. Explanations of their unique contribution above and beyond the outputs provided by the generative AI tool(s).

The [University of Geneva statement on \(generative\) AI](#) also applies (see also the insightful [guidebook on generative AI](#)).

## 6. Ethical Conduct

The [Code of Ethics and Professional Conduct for the Geneva Institutions of Higher Education](#) also applies to all the students of the Master program. The ethical framework stems from the duties and rights applicable to the academic community in its entirety and concern the four following pillars: (1) search for truth, (2) freedom of teaching and research, (3) commitment and responsibility, and (4) respect for the individual.

In the same spirit, it is dishonest to disturb or disrupt other students voluntarily, or to sabotage their work in any manner.