



## MASTER OF SCIENCE IN BUSINESS ANALYTICS GUIDELINES

Effective Date September 17<sup>th</sup> 2018

*Directive d'application du Règlement d'études de la maîtrise universitaire  
avec effet au 17 septembre 2018*

### 1. INTERNSHIP

**Prerequisite** – 60 ECTS from the Core Courses of the 1<sup>st</sup> year of the Master

**Modality** – Students who choose the Business orientation of the Master program, for the 2<sup>nd</sup> year, must secure an internship in a GEM company linked to Business Analytics for a length of minimum 10 months. Before starting with their internship, they should have acquired the 60 ECTS from the Core Courses of the 1<sup>st</sup> year of the Master, as specified in the Prerequisite section above. The document “Internship Project Description” needs to be filled in by the company and approved by the Scientific Committee of the Master to help students to clearly define objectives and tasks for their project. Once the previous document has been approved, the student will have to provide a written confirmation, through the document « Agreement for an internship », that he is connected with a company which eligibility will be validated by the Scientific Committee of the program. A GSEM supervisor, who accepts to advise the student during his internship and for the Master Thesis, needs to be identified by the student before the start of the internship. If a student interrupts his internship, within the Business orientation, he will have to secure a new internship in order to pursue his degree.

**Evaluation** – Internship and GSEM Supervisors evaluate progressively (month by month) the student and they report feedback to the program coordinator at the end of each semester. The received assessment will be turned into a grade and will grant 30 ECTS. The credits will be shown on the students’ transcript of academic record at the end of an exam session.

**Retake modality:** in case of a fail, the Scientific Committee will decide the procedure.

**Any questions :** [gsem-business-analytics@unige.ch](mailto:gsem-business-analytics@unige.ch)

## **2. THESIS**

A Master's Thesis is an academic work that represents the culmination of Master's degree studies. A Master's Thesis demonstrates the academic maturity of the student, and specifically that the student has sufficient depth and understanding of academic knowledge pertaining to the domain of the students' studies.

There is no fundamental difference between a Master's Thesis done in conjunction with an internship or not. It is however likely that a Master's thesis done in conjunction with an internship will put more emphasis on the business analytics part and focus on a particular problem in a specific field or research.

There is no established criterion for the extent of a Master's Thesis in terms of numbers of pages. What is critical is the content, not the extent.

**Prerequisite** – The student must have succeeded all the compulsory and elective courses, before submitting the master thesis project.

**Modality** - A final dissertation will allow the student to demonstrate his newly acquired skills.

The student should submit a master thesis project description to the Scientific Committee.

**The deadline is latest 8 weeks prior to the following exam session.**

The project must have been discussed with the supervisor beforehand and is to be organized around the following elements in this order : thesis title, student's name, supervisor's name, a short text of presentation of what you would like to do with the appropriate reference list (if any). It should be maximum five pages long.

The scientific committee examines the master thesis project description and can either approve, ask for revision or reject it. The project should be sent by email to the Scientific Committee, with the student's supervisor in copy.

### **Master thesis project completion and submission**

Once the master thesis work completed and submitted to the supervisor – **the deadline being latest 3 weeks prior to the following exam session**, the supervisor and the jury member (if any) agree on a grade, complete and sign the grade sheet and return it to the GSEM Student Services.

The student must submit the final paper to the thesis supervisor in PDF format. Once, the final paper has been graded, the student must submit a printed and bounded final version of his thesis to the program coordinator.

A final version of the thesis (in .pdf format) needs to be sent to the program coordinator.

There is no established criterion for the extent of a Master's Thesis in terms of numbers of pages. What is critical is the content, not the extent.

For the **Business orientation**, applying the knowledge acquired during the program and the internship, the student will continue the topic developed in his internship and submit to his GSEM supervisor.



For the **Research orientation**, applying the knowledge acquired during the program, the student will choose a topic linked to one of the attended courses and submit to a GSEM supervisor of his choice who has to formally accept to supervise the students' work.

**Evaluation** - The final paper will be evaluated by the GSEM supervisor and his grade will be validated by the Director of the program during a semester but will be taken into account at the end of the exams session. The Master thesis represents 18 ECTS credits for the Business orientation, and 30 ECTS for the Research orientation and the student needs to obtain 4.00/6.00 to succeed and obtain the credits.

**Retake modality** - in case of a fail, the Scientific Committee will decide the procedure.

**Any questions** - [gsem-business-analytics@unige.ch](mailto:gsem-business-analytics@unige.ch)



### 3. MOBILITY

Referring to the article 5, al. 6-9 of the study regulations

Only for the Research Orientation of the Master

#### I. Before the exchange program

##### 1. Applications

Students must submit a complete file to the International Affairs office of the University of Geneva, until December 1 of each year for an exchange program during the following academic year (e.g. the deadline is 1.12.2018 for an exchange program in 2019-2020). The necessary information is available on the UNIGE International Affairs website and on GSEM website.

The application file must contain:

- **provisional study plan(s)** for the exchange program with precise indications on titles, course codes, number of credits and workload ;
- **descriptions** of ALL the targeted courses of the host university ;
- printed **online registration** (to be made on the International Affairs website) ;
- **CV** ;
- single **cover letter** if several destinations are considered ;
- **transcript** of the Bachelor's degree or of first Master semester(s) if possible ;
- proof of language level if necessary (GSEM will not provide language certificates, the International Affairs will provide information if needed).

##### 2. Allotment

Most destinations have a limited number of places, which is why a selection is sometimes unavoidable:

- interfaculty agreement : the selection will be made by an Interfaculty selection committee ;
- faculty agreement : the selection will be made by GSEM.

Selection will be made according to applications' quality, based on the provided documents. Student will be contacted by the International Affairs office as soon as a temporary place is granted. This place will be temporary until the host University confirms acceptance of student's application. The International Affairs office will inform the student on the registration procedure with the host university.

##### 3. Prerequisites for the exchange program

To be allowed to undertake an exchange program, student must have validated in the first year of studies (i.e. in the 1st and 2nd semesters) a minimum of 60 ECTS credits of compulsory courses and be registered for an orientation. Students registered in the Business orientation will not be authorized to do an exchange program.

The exchange program is possible from the 3<sup>rd</sup> semester of the program.



#### 4. Study contract

As soon as the student has been informed of his/her destination by the International Affairs Office and as soon as the host University has confirmed the acceptance of the student's application, s-he will have to provide GSEM Study Adviser a study contract no later than 2 months before the start of the exchange program.

##### **a) Validation of the learning agreement**

The student will have to provide the Study Adviser (contact and reception times available on the <https://www.unige.ch/gsem/en/programs/exchange/contact/> ) a course proposal (using the form available on [https://www.unige.ch/gsem/files/6715/3199/2682/mobilite-contrat\\_MA\\_2018-2019.pdf](https://www.unige.ch/gsem/files/6715/3199/2682/mobilite-contrat_MA_2018-2019.pdf)) and the course descriptions. The proposal is then assessed by the Study Adviser together with the Scientific Committee. If approved, a "study contract" is established. As soon of then, students can proceed with the course registration at the host University.

##### **b) Preparation of the study contract**

On the study contract, student must indicate the courses chosen at the host University, their codes, their workloads and their numbers of credits. During the study contract validation process, the Study Adviser will fill in the columns under "Recognition of GSEM credits". The Scientific Committee only can assess the academic coherence of the courses to be carried out during the exchange program. The Committee validates the study contract, which is then signed and stamped by the Study Adviser (on behalf of the Scientific Committee). After the exchange program, credits can be granted on the basis of a stamped and signed study contract only.

##### **c) Education level**

Students are not allowed to take Bachelor level courses during their exchange program.

No credits can be granted for summer school courses.

##### **d) Number and correspondence of appropriations**

According to the study regulations (art.5, al.7), students are allowed to validate a maximum of 30 ECTS credits in equivalence. This includes equivalences granted from programs undertaken in the past, as well as credits to be granted on an exchange program.

In principle, European universities use the ECTS credit system, 1 ECTS credit being equivalent to 25-30 hours of work per term (course hours + individual work). If this is not the case, and for non-European universities, credit conversion will have to be checked. If this information is not available, conversion will be evaluated on the workload basis.

##### **e) Choice of courses**

Student can undertake credits related to the category of optional courses in the Research orientation only. The choice of courses is free as long as they are related to Business Analytics. Chosen courses must differ from courses previously taken by student. No equivalence to GSEM courses is required.

Credits are granted without equivalence to GSEM courses. Upon successful completion of the course at the host university, the corresponding number of ECTS credits (according to the Study Adviser's indications on study contract) will be reported on the student's Master of Science in Business Analytics transcript.



## II. During the exchange program

### 5. Academic calendar

Each university has its own academic calendar and, as a result, overlaps are possible. This may affect the student's attendance at any one of GSEM exam sessions. In case the beginning of host University semester overlaps with a GSEM examination session, student may be excused. A tolerance of approximately two weeks is granted so that student can get on site and settle.

Students wishing to be excused for an exam session must first ensure that they are properly enrolled in their courses/exams for the ordinary exam sessions and/or for the extraordinary exam session. Requests should be sent to the Scientific Committee once the examination schedules are known and at the latest one week before the start of the exam session. Requests (on paper format) must be sent by mail or deposited at GSEM Student Services for the attention of the Scientific Committee (no email will be considered). Requests must include a copy of the host university academic calendar.

If student is excused at any of the exam sessions, no attempt will be registered and s-he will be allowed to take the missed exam(s) at the exam session following his return. Student will have to register for that/those exam(s) respecting GSEM deadlines and procedures.

Distance exams are not permitted.

### 6. Verification / amendment of the learning agreement

Student must check his/her study contract in the beginning of the exchange program to make sure the approved courses are still available. If necessary, the contract may be modified. Any request for modification must be submitted to GSEM Study Adviser for approval no later than one month after the start of the course; host University is not competent to approve modifications on study contract. After one month, no modifications will be authorized.

In case changes are needed, student must contact the Study Adviser on [mobility-gsem@unige.ch](mailto:mobility-gsem@unige.ch). The Study Adviser will confirm the changes by approving a new study contract (which should be signed and stamped). Student is not authorized to register for courses at the host University without prior approval of GSEM Study Adviser.

## III. After the exchange program

### 7. Delivery of the official transcript

At the end of the exchange program, student must submit to GSEM Student Services (Office 3287) the official transcript provided by the host university (original document in paper format). Credits reported to the student's Master of science in Business Analytics transcript will be confirmed by the Dean by paper mail. Course titles of host University, as well as grades will not be reported on student's Master of science in Business Analytics transcript.

### 8. Deadlines for host University original transcript to be submitted

- August 10, 2018 for a validation on June 2018 transcript
- October 10, 2018 for a validation on September 2018 transcript
- March 10, 2019 for validation on February 2019 transcript
- August 10, 2019 for validation on June 2019 transcript
- October 10, 2019 for a validation on September 2019 transcript
- March 10, 2020 for a validation on February 2020 transcript



### 9. In the event of failure of teaching during the mobility stay

If student fails one or more courses during the exchange program, retake requirements will be determined by the Scientific Committee and communicated by the Study Adviser to the student.

Failing one or more courses during the exchange program does not justify an extension of the duration of studies.

Any questions : [mobility-gsem@unige.ch](mailto:mobility-gsem@unige.ch)

### **For students with a internship in a company**

#### **Confidentiality: PRIVACY AGREEMENT**

Companies that provide information necessary for the preparation of the students' class project, thesis or other evaluation, hereby agree to do so at their own discretion and free will. While agreeing to do so, companies expect the students and the University to use their utmost discretion regarding the given information.

In order to avoid any misunderstanding, students are reminded of the following:

1. Students are responsible for all project proposals and conclusions, not the University nor its departments; this must be mentioned in the first page of the assignment.
2. While texts are the students' own, they must not be broadcast or distributed in any way without explicit authorization from the institution or business firm which is chosen as the field of study. If this authorization is formally granted, the publication is still subject to prior approval by the GSEM in regard to any scientific or teaching aspects.
3. Should texts be used in part or whole for professional and/or commercial use, the intellectual property of the work becomes the authors' as a rule; however, the University and its representatives still retain rights.
4. The student must not reveal confidential business information of the company chosen as the field of study. Any information communicated to the student, by the company, in particular any information pertaining to the firm's activities considered as strictly confidential, may not be distributed or communicated, unless explicitly authorized by the company.

The student is made aware of the following Swiss Penal Codes 321 and 162 (only the French version of the Penal code is legally binding):

Article 321 ch. 1: in essence stipulates that *"those who disclose confidential information made known to them during their course of study shall be punishable by imprisonment or a fine. The disclosure remains punishable even though the individual has completed his/hers studies"*.

Article 162: *"Individuals who disclose confidential information they were supposed to keep secret by virtue of under a legal or contractual obligation and anyone using that disclosed information will be punished with imprisonment or fine under the law"*.

5. Professors and assistants who manage the projects are legally bound by professional secrecy.