



PREAMBLE

According to the Study plan and the '**Application Directives**', the Master in Business Analytics includes a Master Thesis. This document provides guidelines about the content of the Master Thesis project, the content of the Master Thesis as well as the documents to be provided at the end of the Master Thesis.

With regard to prerequisite, deadlines, registration, evaluation and retake procedure, please consult the '**Application Directives**', available on [GSEM website](#).

MASTER THESIS PROJECT

The project should be composed of:

- Student's information
- Concentration of the master
- Title of the Master Thesis
- If Business Concentration: Company/organization's information
- GSEM Supervisor's information
- A short description (maximum one A4 page) of the Master Thesis
- Tentative table of contents of the Master Thesis

Following this, the document '**Master Thesis Project Description**' has to be filled in. This document is available on [GSEM website](#).

MASTER THESIS

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

There is no fundamental difference between a Master Thesis done in conjunction with an internship or not. However, it is likely that a Master Thesis done in conjunction with an internship puts more emphasis on the business analytics part and focuses on certain problems in a specific field of application as encountered during the internship.

There is no established criterion for the extent of a Master Thesis in terms of numbers of pages. What is critical is the content, not the extent. The GSEM supervisor will ultimately make further information on the deliverables available to the students.

As you have learnt within the "Analytics Consulting" course, the main goal for writing your Master Thesis (in particular in conjunction with an internship) is "telling your story+!"

In order to have guidelines to follow for writing your Master Thesis (in particular in conjunction with an internship) please refer to the section "4.5 Consulting report writing" within the slides of the course "Analytics Consulting", where explanations on the format and are provided (from slide 169 to 188), available on the course's [Moodle page](#).

Moreover, please have in mind that your Master Thesis will be kept confidential, and only shared with your GSEM supervisor(s) and company/organization supervisor(s), if any.

DEFENSE

No public defense will take place. Only if specifically asked and preferred by the interested students and related company/organization supervisor(s) if any, might eventually be arranged.

Once the final version is validated by your GSEM supervisor(s), you will have to provide a final version, which it can be sent either electronically by e-mail to gsem-business-analytics@unige.ch or in a printed and bounded version by mail post addressed to the GSEM Student Service.

QUESTIONS

All questions can be sent and addressed by gsem-business-analytics@unige.ch.