Welcome to the Master in Business Analytics (MaBAn)

September 12, 2025

UNIVERSITÉ
DE GENÈVE

GENEVA SCHOOL OF ECONOMICS
AND MANAGEMENT

Master of Science in Business Analytics

- Around the unique strengths of different GSEM institutes, *i.e.* information sciences, management and statistics, the GSEM at the University of Geneva has defined **in 2017** this new Master program as a **strategic, long-term initiative**.

gsem.unige.ch/master/business-analytics

GENEVA SCHOOL OF ECONOMICS AND MANAGEMENT

About | **Study Programs** | Executive Education | Faculty & Research | Student Information

Master's Programs

Master of Science in Business Analytics

Given "big data's" increasing importance in the economy, the GSEM offers a Master of Science in Business Analytics, which provides a wide range of career opportunities. Positioned at the intersection between data science, statistics, and management, Business Analytics consists of using data to inform strategic decision making under uncertainty and to optimize business processes. Given the proliferation of data in the digital economy, businesses understand the tactical and strategic importance of analytics - learning from data - as a critical field for detecting and monitoring client behaviors and expectations, as well as future market trends.

Main features

Program Length

4 semesters - 120 ECTS credits

Language of Instruction

English

Admissions

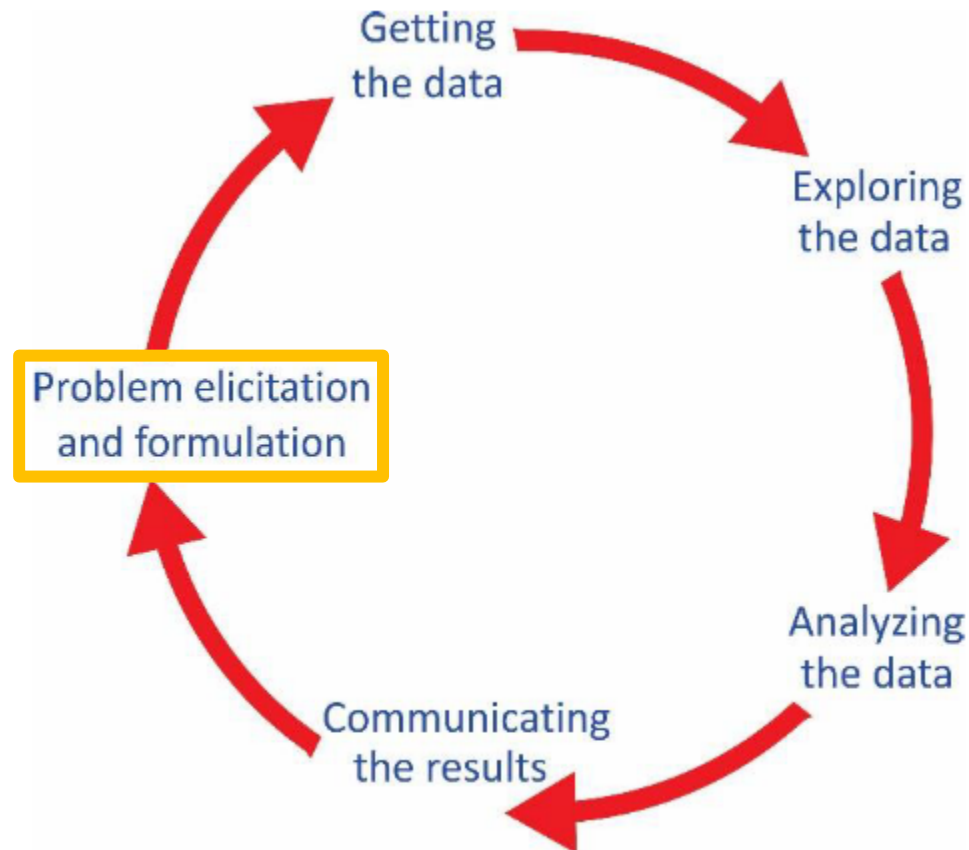Application deadline: 28 February. Please consult our web page on admissions.

Tuition Fees

CHF 500.- per semester
Information on financial aid

Analytics is a (problem-solving) process!

- **Analytics** refers to the ability of "**learning from data**" (or of "making sense out of data") to enable data-driven decision making and proper continuous improvement.

The **Master of Science in Business Analytics** (120 ECTS) **aims** to:

- ✓ **support students** to manage, analyse and use data in strategic, tactical and operational decision making under uncertainty;

- ✓ **empower students** with the skills needed to solve complex problems sustainably;

- ✓ **prepare students** for leadership positions in organisations' digital transformation aimed at creating value for businesses and society;

- ✓ **bridge the gap** between an university education and professional needs.

Learning goals

1) Our graduates will have the **critical and responsible thinking skills** to engineer sustainable solutions to large, complex and unstructured problems, from symptom to root cause, by taking into account ethical and societal issues.

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

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

4) Our graduates will be professionals with effective **communication skills**.

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## Bridging the Gap Between Higher Education and the Labour Market

UNIGE's new Master in Business Analytics combines a university education with a corporate internship. On February 14, students on the course will have ten minutes to win over their future employers.

The digital transformation of organisations and accompanying proliferation of data have turned business analytics into a key area for analysing and tracking customer behaviour and expectations as well as future market trends. The Geneva School of Economics and Management (GSEM) at the University of Geneva (UNIGE) offers a Master in Business Analytics (MaBAn) to meet this rising demand. The Groupement des Entreprises Multinationales (GEM) has been the program's exclusive partner since the beginning of the current academic year. The Master, which is unique in Switzerland, combines a first year of academic studies at the university followed by a year on a corporate internship, thereby creating new bridges between higher education and the needs of the business world. In their efforts to find a second-year internship, students will take part in a speed recruitment meeting on February 14. They will have 10 minutes to convince representatives of the participating companies, all members of the GEM.

"Business analytics lies at the intersection of data science, statistics and management," explains Diego Kuonen, a GSEM professor and director of the MaBAn. "It uses data to help make strategic decisions in uncertain conditions and to optimises business processes." The MaBAn is the first program to carry the «business analytics» title in Europe. It aims to support and prepare students for jobs in data analysis and management in the current context of digital transformation. The economy is lacking analytical skills: in 2016, the McKinsey Global Institute estimated that the US economy would absorb between two and four million "business translators" by 2026. These translators will act as a link between analytical talent and practical applications. The MaBAn has been set up to train future leaders in corporate data analysis.

… the varying activities involved in (the science of) learning from data:
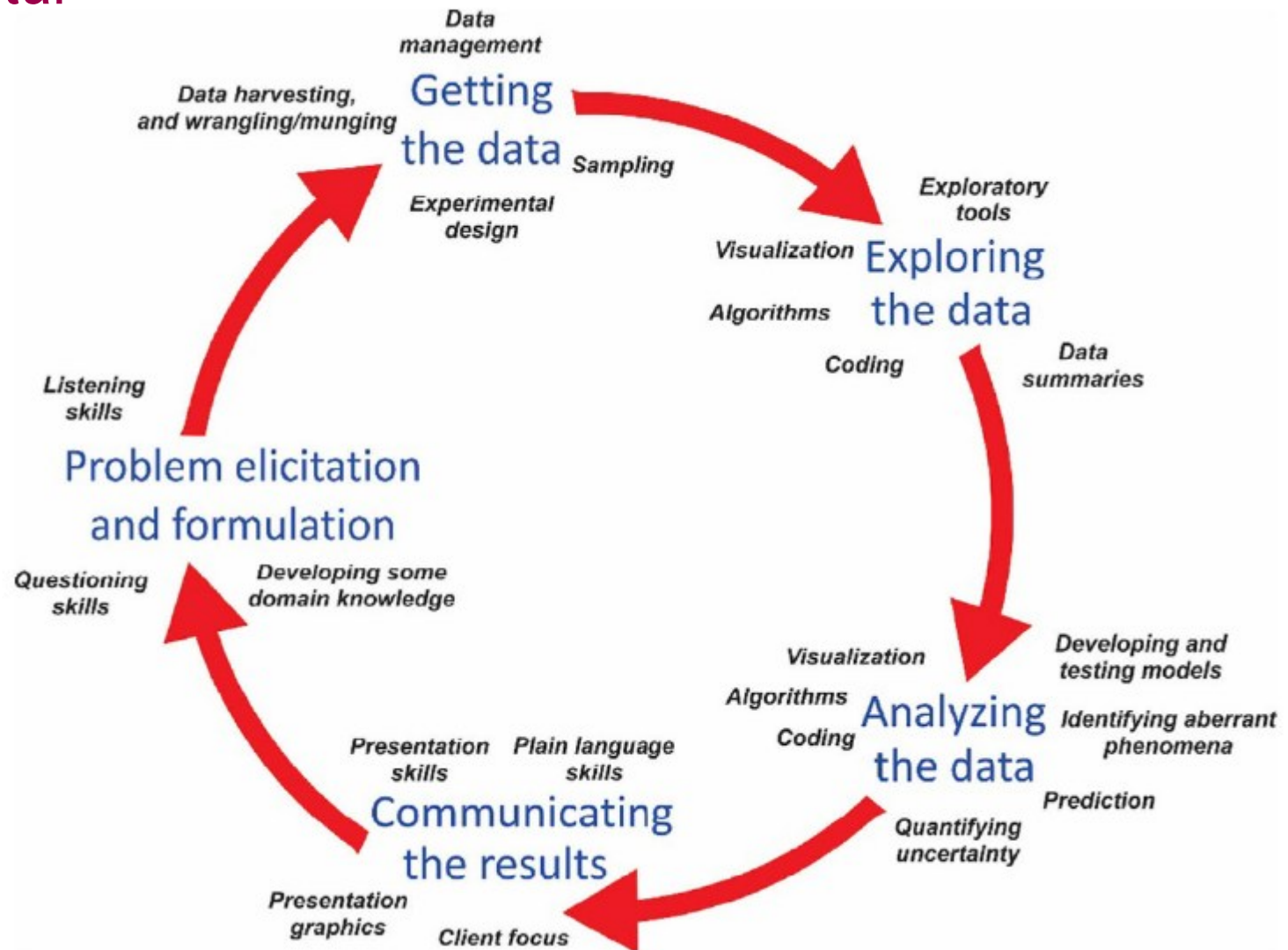
1st Semester	2nd Semester	3rd Semester	4th Semester

Co-requisites
– up to 6 ECTS
Part or all of the complementary program
may be required upon admission

Business Analytics

Core Courses – 63 ECTS

Algorithmics and Data
Management

Data Quality and Data
Collection Strategies

Forecasting with Applications in
Business

Applied Programming with R and
Python

Machine Learning

Analytics Consulting

Advanced Data-Driven Decision
Making

Data-Driven Impact Evaluation

Prescriptive Analytics

Privacy, Data Protection and Cyber-
security Law

Technologies and Architectures
for Data

Two courses of the 1st
semester may be followed
during the 3rd semester
- if the completion of a
complementary program
is necessary

Business Concentration – 57 ECTS

Core Courses - 45 ECTS
Internship and Internship Report

Elective Courses - 12 ECTS
Choice from a list of courses

Applied Bayesian Statistics; Change Management; Data Science;
Mobile systems and services; ...

Research Concentration – 57 ECTS

Master Thesis – 30 ECTS

Elective Courses – 27 ECTS
Choice from a list of courses

Data Science; Linear Models for Dependent Data; Strategic Human
Resource Management; The Statistical Analysis of Time Series; ...

MSc. in Business Analytics 2025-2026

Fall 2025

	Monday	Tuesday	Wednesday	Thursday	Friday
8h15 - 10h	S210010SE **Business Analytics** *Assistant-es* M R280				
10h15 - 12h		9h15-13h S402002CR **Algorithmics and Data Management** *Prof. Katarzyna WAC* Auditoire RDC - BATTELLE A		S411031CR **Forecasting with Applications in Business** *Dr. Jeffrey NÄF* M 1170	S210010CR **Business Analytics** *Prof. Diego KUONEN* M R280
12h15 - 14h	S402012SE **Data Quality and Data Collection Strategies** *Assistant-es* M S030		S411038CR **Applied Programming with R and Python** *Prof. Markus MEIERER* M 5290		
14h15 - 16h					S402012CR **Data Quality and Data Collection Strategies** *Prof. Diego KUONEN* M S040
16h15 - 18h		S403011CR **Machine Learning** *Prof. Sebastian ENGELKE* M R030		S403011SE **Machine Learning** *Assistant-es* SCIII - 1S081	

Cours obligatoires

Co-requis

Programme des cours : https://pgc.unige.ch/main/study-plans?year=2025&fac=14460&level=196

	Monday	Tuesday	Wednesday	Thursday	Friday
8h15 - 10h		S402017CR Technologies and Architecture for Data Prof. Hélène DE RIBAUPIERRE M 1150		S401024CR Advanced Data-Driven Decision Making Prof. Marcel PAULSSEN M 4183	8h15-11h S401016CR Analytics Consulting Prof. Diego KUONEN M R160
10h15 - 12h		S402017SE Technologies and Architecture for Data Prof. Hélène DE RIBAUPIERRE M 1150			
12h15 - 14h					S411036CR Privacy and Data Protection in the Digital Economy Prof. Yaniv BENHAMOU M 2130
14h15 - 16h	S403116CR Data Driven Impact Evaluation Prof. Stefan Andréas SPERLICH M 5220		S411010CR Prescriptive Analytics Prof. Nicolas ZUFFEREY M 3220		
16h15 - 18h	S403116SE Data Driven Impact Evaluation Assistant-es M 5220				

Cours obligatoires

Programme des cours : https://pgc.unige.ch/main/study-plans?searchTerm=master&year=2024&fac=14460

Note: this is the version "2024-2025"…

Key conditions for success…

It is compulsory to obtain **by the January 2026 exam session**:

- **At least 12 credits (ECTS)**, including credits obtained from co-requisites teaching (*art. 19 al. 1 let. a*).

It is compulsory to obtain **by the August/September 2026 extraordinary exam session**:

- **At least 51 credits (ECTS), excluding credits obtained for the co-requisites teaching** (*art. 19 al. 1 let. b*).

You should obtain **the credits from the co-requisites, at latest, by the end of the 2nd semester** (*art. 19 al. 1 let. d*).

6th semester: last deadline to obtain the **120 ECTS** (*art. 19 al. 1 let.h*).

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Business Concentration
GEM («Groupement des Entreprises Multinationales»)

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«MaBAn Speed Recruitment Meeting (SRM)»

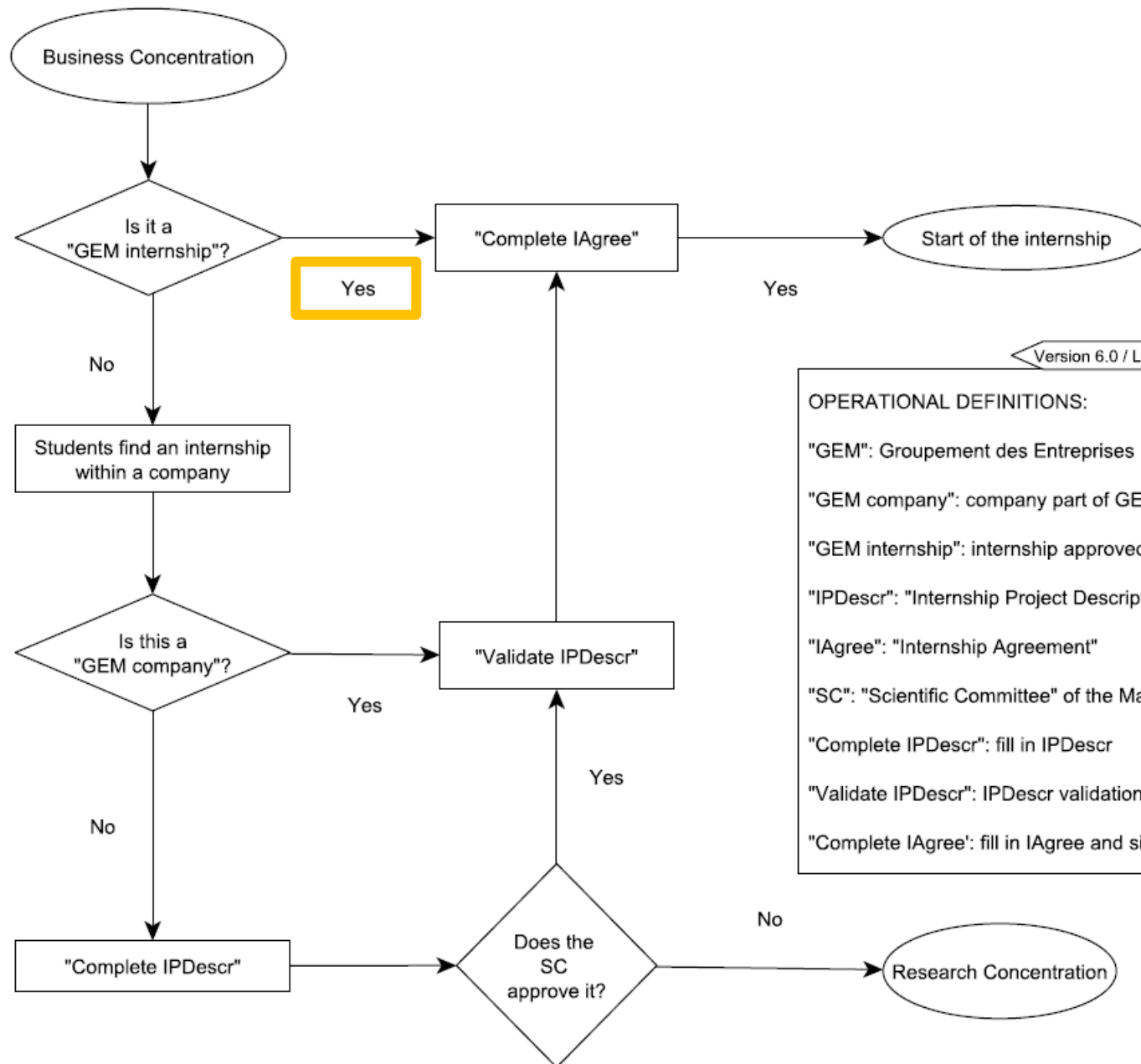UNIVERSITÉ DE GENÈVE
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Master of Business Analytics (MaBAn)
Speed Recruitment Meeting 2025

Thursday 13 February 2025, 08:00 – 16:30 | Room M5383

Time	Description
08:00 – 08:25	Registration and Welcome Coffee - in front of room M 5383
08:30 – 08:50	**Welcome and Introduction** • Prof. Diego Kuonen, Program Director, GSEM • Larissa Robinson, Secrétaire Générale, GEM • Catherine Noël, Head of Human Resources Commission of the GEM
08:50 – 10:15	**Company Presentations**
08:50	Capital Group
09:00	DuPont de Nemours
09:10	DSM-Firmenich
09:20	Gunvor S.A.
09:30	ING
09:40	JTI
09:50	Honeywell
10:00	Givaudan
10:10	Conclusion of presentation session
10:15 – 10:40	Coffee break - in front of room M 5383
10:45 – 12:40	**Student interviews** • Room M 5220: DuPont de Nemours / Gunvor S.A. • Room M 5393: DSM-Firmenich • Room M 5342: ING • Room M 5290: JTI / Honeywell • Room M 5383: Capital Group • Room M 5389: Givaudan
12:45 – 13:30	Lunch break - in front of room M 5383
13:35 – 15:55	**Student interviews** • Room M 5220: DuPont de Nemours / Gunvor S.A. • Room M 5393: DSM-Firmenich • Room M 5342: ING • Room M 5290: JTI / Honeywell • Room M 5383: Capital Group • Room M 5389: Givaudan
16:00 – 16:30	Closing session – M 5383

Master of Science in Business Analytics (MaBAn)
Speed Recruitment Meeting
Interview Schedule 13.02.2025

Business Concentration

Is it a "GEM internship"?

Yes

No

"Complete IAgree"

Start of the internship

Yes

Students find an internship within a company

Is this a "GEM company"?

"Validate IPDescr"

Yes

Yes

No

"Complete IPDescr"

Does the SC approve it?

No

Research Concentration

Version 6.0 / Last update: 01.03.2023

OPERATIONAL DEFINITIONS:

"GEM": Groupement des Entreprises Multinationales

"GEM company": company part of GEM and approved by GEM to provide an internship

"GEM internship": internship approved and validated by GEM

"IPDescr": "Internship Project Description"

"IAgree": "Internship Agreement"

"SC": "Scientific Committee" of the Master in Business Analytics

"Complete IPDescr": fill in IPDescr

"Validate IPDescr": IPDescr validation by the SC

"Complete IAgree": fill in IAgree and sign it by all parties (incl. GSEM supervisor)

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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 data 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.

■ ■ ■

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).

Key dates for preparation…

- **October 17, 2025**: **your CV up-to-date**, your CV should be updated and sent to the MaBAn general email address gsem-maban@unige.ch to be shared with GEM companies;

- **February 12, 2026**: **«MaBAn Speed Recruitment Meeting (SRM)»**, an entire day event to have an interview with the GEM companies for a potential internship.

Class representative

- The <u>class representative</u> handles **communications** and takes the questions emerging from students to the academic support.

- The class is in charge of naming a representative of MaBAn's 9th intake by **mid-October 2025**.

- For any scientific issue with the MaBAn program, please <u>share your concerns</u> with the class representative who will be <u>your ambassador</u> and bring them out.

Our success story so far...

Academic year

	2017-18	2018-19	2019-20	2020-21	2021-22	2022-23	2023-24	2024-25	2025-26	Total
# Applications	36	252	180	238	274	199	212	305	430	2126
# Accepted	28	46	59	45	40	44	42	49	53	
# Enrolled	16	18	25	16	13	21	19	16	?	144

Internship Year	2018-19	2019-20	2020-21	2021-22	2022-23	2023-24	2024-25	2025-26	2026-27	
# Internships	7	7	12	8	12	14	9	?	?	69

Year

	2019	2020	2021	2022	2023	2024	2025	
Number of graduates	8	15	33	14	11	16	?	97
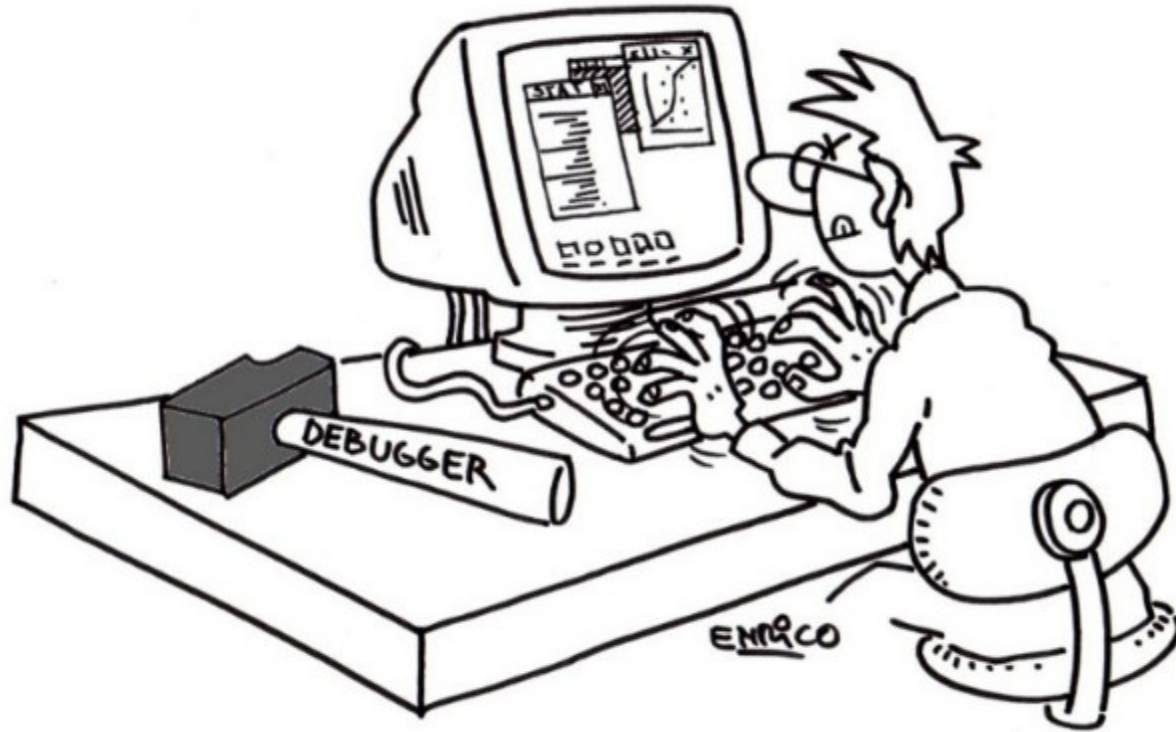
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