

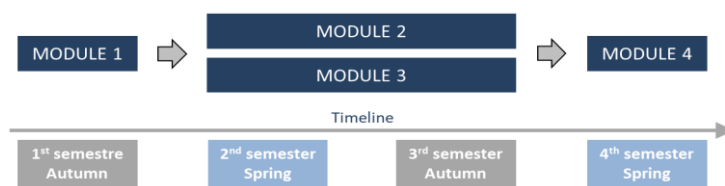
MSc Management

Orientation : Business Analytics (BA)

120 credits ECTS

Study Plan 2022-2023

Structure of the Master



Courses	Professors	Semesters				ECTS	Lang	Ev
		1 st sem Autumn	2 nd sem Spring	3 rd sem Autumn	4 th sem Spring			
MODULE 1: Average set (≥4.0) of compulsory and elective courses - 30 credits ECTS								
Compulsory courses - 18 credits ECTS								
Quantitative Methods for Management - <i>all orientations</i>	Reboulleau J.	●				6	E	W
Data Science in Business Analytics - <i>BA orientation</i>	Tagasovska N.	●				6	E	V
Optimization Methods in Management - <i>BA orientation</i>	Oeuvery R.	●				6	E	W
Elective courses - 12 credits ECTS								
Strategic Management - <i>SOL/BEE orientations</i>	Amer Maistriau E.	●				6	E	W
Organizational Theory and Decision Making - <i>SOL/BEE orientations</i>	Ch. Zehnder	●				6	E	W
Genes, Populations and Evolution - <i>BEE orientation</i>	Lehmann L.	●				6	E	O
Marketing Science - <i>MKT orientation</i>	Christen M.	●				6	E	W
Strategic Marketing - <i>MKT orientation</i>	Engeler I.	●				6	E	V
MODULE 2: Compulsory-elective and optional courses - 24 credits ECTS								
Compulsory-elective course - 6 credits ECTS (select only one course)								
Algorithms for Business Intell. and Digital Marketing (<i>for BA only</i>)	Vuillon L.		●			6	E	W
Projects in Data Analytics for Decision Making (<i>for BA only</i>)	Zuber J.		●			6	E	V
Optional courses - 18 credits ECTS								
Advanced Data Analysis	Scheidegger S. (on leave) Karyampas D./Didisheim A.		●			6	E	V
Advanced Programming	Scheidegger S. (on leave) Eftekhari A.		●			6	E	V
Advanced Project Management & Outsourcing in a Digital Era	Bienz P.		●			6	E	V
Innovation Law	Junod V.		●			3	E	W
Bargaining and Negotiations	Efferson C.		●			6	E	W
Social Well Being	Petersen F.		●			6	E	W
Sustainable Innovation Challenge	Petty J.		●			3	E	V
Advanced issues in International and European Tax Law	Danon R.			●		3	E	W
Entrepreneurship, Innovation and Control Systems	Davila A.			●		3	E	W
La recherche dans tous ses états	Preissmann D.			●		3	F	V
Normes comptables internationales (IFRS)	Bianchi A.			●		3	F	W
<i>Module 2 can be any course listed above and any course listed under Module 3 for other orientations (if the course is NOT listed under Module 3 for your orientation). Company projects for other orientations are not open unless otherwise stated in SOL and BEE curriculums.</i>								
MODULE 3: Optional courses - 36 credits ECTS								
Business Analytics orientation (select credits 36 ECTS)								
Analytics in Operations Management	Lurkin V.		●			3	E	W-V
Forecasting I	Baumgartner M.		●			3	E	W
Forecasting II	Chavez V.		●			3	E	V
Machine Learning in Business Analytics	Boldi M.-O.		●			6	E	V
Multicriteria Decision Analysis	Thiérmard M.		●			3	E	V
Supply Chain Network Design and Planning	Stauffer G.		●			6	E	W-V
Sustainable Logistics	Gallay O.		●			6	E	W-V
Fraud and Business Process Analytics	Baumgartner M.			●		3	E	V
Programming Tools in Data Science	Orso S.			●		6	E	V
Collaborations with Companies in Data Science	Boldi M.-O.			●		9	E	V
Risk Analytics	Chavez V.			●		3	E	V
Supply Chain Management and its Latest Trends	Hameri A.-P.			●		6	E	W
Text Mining	Boldi M.-O. /Baumgartner M.			●		3	E	W-V

MODULE 4: Master thesis - 30 credits ECTS

The Art of Writing a Master's Thesis	Philippe D.			●		-	E	W
Thesis (Research or Internship)	Choose your thesis director				●	30	E/F	W+O

Thesis Information

1. Internships must be full time or at least 80% for a minimum of 12 weeks.
2. Only students having acquired 90 ECTS credits from Modules 1, 2 and 3 are allowed to present their thesis.
3. The 'Art of Writing a Master's Thesis' takes place during the 1st week of the semester and is strongly recommended. No ECTS credits will be granted.
3. [Research thesis guidelines here.](#)
4. [Internship thesis guidelines here.](#)

Legend:

ECTS: Credits

Lang: Teaching language (F: French; E: English)

Eval: Type of evaluation (W: Written exam; O: Oral exam; V: Validation(s) only)

MKT: Marketing orientation

BEE: Behavior, Economics and Evolution orientation

BA: Business Analytics orientation

SOL: Strategy, Organization and Leadership orientation

General Information:

1. [Read the 2022-2023 Study Regulation](#)
2. Courses are delivered face-to-face on campus
3. Registration to Autumn semester courses in Module 2 and Module 3, is only allowed if students have fully obtained the Module 1 credits ECTS.
4. Students can change orientation as long as they have completed Module 1 elective courses corresponding to the new orientation. The request must be sent by email to hecmaster@unil.ch by the end of the 1st semester or, at the latest, when registering to the first exams of Module 2.
5. The pandemic has shown us that circumstances beyond our control may require us to make adjustments to study plans during the academic year.