

MASTER OF SCIENCE IN BUSINESS AND TECHNOLOGY

Specialized Master's degree program

Master of Science: MSc in Business and Technology

The specialized Master in Business and Technology is designed for students interested in a business degree that will prepare them for a management career in the age of information processing and digital technologies. The idea of the Master is that solving management problems requires some understanding of how modern technologies work, as well as communication and collaboration with experts in the field of information and communication technologies.

The Master in Business & Technology primarily prepares students to solve people-oriented problems in areas like marketing, human resources, strategy and organization, or management accounting & control in times, in which technological progress in general and digital transformation in particular have an enormous impact on firms and their functional areas.

Focal Area of Teaching and Research

The objective of the Master's program is reflected in the specialization modules offered, which provide for a combined study of key management disciplines and technology courses. A total of five specializations are offered:

The **Human Resources** module deals with central questions that arise in companies with regard to issues in human resource management (HRM). The focus is less on the administrative part, but more on the strategic part of HRM. Hence, HRM is seen as an essential part of corporate policy as a whole. In addition, students will learn about the influence of technological innovations on HRM.

The **Marketing** module develops your competence to achieve competitive advantage by designing customer value. The curriculum includes strategic models for marketing decision-making and allows for intensive study of psychology as an important foundation of marketing. To bridge the gap to the technology courses, the study of marketing tools includes course work on digital marketing.

In the **Strategy & Organization** module, students learn about the effects of technological progress on corporate and competitive strategies and to what extent these strategies in turn influence organizational structures and processes. Hence, you will learn the notions of structure follows strategy, and strategy follows technology. Technological progress is thus seen as a central determinant of strategic management, while organizational architecture is understood as an outcome of strategic decisions.

The courses to the module **Management Accounting** aim at educating students how to use information. There are two potential purposes of information provision within a firm. The first is to directly support management in its decision-making. The second is to motivate top-tier and mid-tier managers to take

decisions that are in the best interest of the company owners. Illustrative examples will be typically from the other three business fields, HR, Marketing, or Strategy & Organization.

The **Technology** field module is a compulsory module with the aim of familiarizing students with technology concepts relevant to various application areas of information technology and business analytics. The thematic spectrum ranges from programming and basic computer science skills to the modeling and optimization of business processes and innovative areas of application, such as distributed ledger technology, blockchain, and smart contracts. An additional focus is on courses in the areas of data analytics and machine learning.

One or two business modules can be combined with the technology module.

Course Structure Master Studies

The study program entails achievements totaling 90 credit points of the European Credit Transfer System (ECTS) and a statutory period of study of three semesters. Part-time study increases the duration of the program accordingly.

| Curriculum master studies | ECTS |
|---|----------|
| Master's degree program Business and Technology | |
| Fundamentals in Business and Technology | 15 |
| Business Fields & Technology Field (if the master's thesis comprises of 30 ECTS: 39 ECTS) | 45 |
| Preparation Master Thesis | 6 |
| General Electives (only if the master's thesis comprises of 30 ECTS: 0 ECTS) | 6 |
| Master Thesis | 18 or 30 |
| Total | 90 |

One ECTS credit point roughly equals 30 hours of studying.

Course Language

Most lectures are taught in English, some in German. However, the program can be completed by taking only English courses. A level of at least C1 in English is expected.

Exams

The form of assessment at the Faculty of Business and Economics varies depending on the course. There are primarily end-of-semester examinations, but also seminars and colloquia in which term papers are written and presented. Credit points are only awarded for successful completion of the course.

Language Stays / Internships

No language stays or internships are required.

Combination of Subjects

There is no possibility to combine this master with other master programs.

Start of Program

The Master in Business and Technology is designed as a 3 semester program starting in fall. However, registration is possible either in fall or spring semester.

Duration of Study

The master in Business and Technology is designed as a 3 semesters program, which requires 90 ECTS points.

Career Opportunities

In general, the Master of Business and Technology prepares for management positions in the area of human resources, marketing, or accounting & control, as well as consulting, and entrepreneurship. Such positions exist in for profit and non-profit organizations.

The human resources module primarily prepares students for work in modern, technology-friendly HR departments of companies, compensation consultancies or employers' and employees' associations. The marketing module prepares students for a career as a marketing manager, marketing consultant or entrepreneur. Typical career fields include brand management, digital branding, product management, advertising, sales management, sales, account management and marketing research. The module strategy & organization prepares students for work in the field of strategic management in organizations in the industrial and service sectors or in management consultancies. The module in management accounting prepares students for a professional position as an internal or external auditor, or as a management consultant. The technology module prepares students for a management position at the interface with technical departments in companies and sectors in which different types of digitalization play a central role. The graduates focusing on the technology module will be able to start a successful consulting and management career in technology-related fields.

Admission

Holders of a bachelor's degree from a Swiss university will be admitted without additional requirements/conditions provided they can prove the following:

- At least 75 CP of undergraduate knowledge in business and economics
- At least 12 CP of undergraduate knowledge in mathematics
- At least 12 CP of undergraduate knowledge in statistics.

In the case of all other bachelor's degrees from recognized higher education institutions, the examination committee will evaluate the equivalence of the required undergraduate knowledge, with the bachelor's degree program in business and economics at the University of Basel being the reference.

The following condition must also be met: The bachelor's degree relevant for admission must have an average grade of at least 5 / unrounded (Swiss grading system 1 to 6, where 6 = max./4 = pass).

As an alternative, holders of a bachelor's degree from a recognized university-level higher education institution may present a current Graduate Record Examination® General Test (or GRE® Test) or a Graduate Management Admission Test (GMAT®), provided the results in the areas of "Quantitative Reasoning" and "Analytical Writing" are among the top 30% at least.

For bachelor's degrees that do not have a grade or grade average, the equivalence of the grade to the average grade of at least 5 / unrounded (Swiss grading system 1 to 6, where 6 = max./4 = pass) will be reviewed by the examination commission.

Please see the Study Regulations and the General Study Regulations of the University of Basel for detailed information on admission requirements. Binding information under: www.unibas.ch/admission

Application

Application under www.unibas.ch/application; the application fee amounts to CHF 100.-. Application deadline for the fall semester is April 30, for the spring semester 30 November.

Enrollment

The letter of admission also informs students on the procedure of enrollment. In general, students with a Swiss educational background do not have to be present in person for enrollment.

Tuition fees and scholarships

Tuition fees per semester (also for examination semesters): CHF 850.-

Individual costs of living etc. are not included.

Scholarships and student loans: Applications should be sent to the responsible office of the canton in which the parents are eligible to pay their taxes.

Mobility

Semesters abroad are possible and supported by scholarship programs. The mobility programs facilitate the stay at other Swiss universities or foreign universities. Further information: Student Exchange, Petersplatz 1, 4001 Basel, T +41 61 207 30 28, mobility@unibas.ch

Further Information

Further information concerning the studies

General Information, including the Study Guide for the Master of Science in Business and Technology can be found at: www.wwz.unibas.ch/de/mbt/

Information about the University of Basel

- The course directory («Vorlesungsverzeichnis») can be found at: www.unibas.ch/vv
- Basler Studienführer: www.studienberatung.unibas.ch
- Homepage: www.unibas.ch

Advisory Service MBT

Rahel Fritz, Peter Merian-Weg 6, 4002 Basel, mbt-wwz@unibas.ch

Contacts

Dean of Studies' Office / Faculty of Business and Economics

Peter Merian-Weg 6, 4002 Basel

www.wwz.unibas.ch/de/studium/studiendekanat/

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Student Administration Office of the University of Basel

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www.unibas.ch

Enquiries: www.unibas.ch/studseksupportEN

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