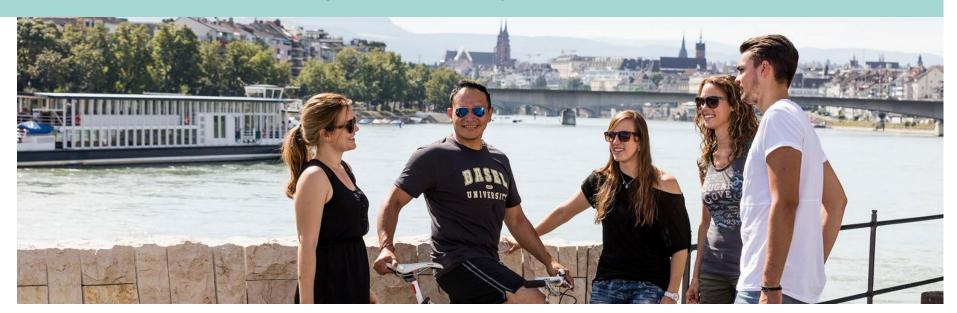


# **Business and Technology**

## Master of Science

Michael Beckmann, Sabine Böckem, Miguel Brendl, Dietmar Maringer, Fabian Schär, Ulf Schiller



Information technology and business are becoming inextricably interwoven. I don't think anybody can talk meaningfully about one without talking about the other.

- Bill Gates





The Washington Post



COMPUTERWORLD

#### **Your Profile**

- You want to study business.
- You want to sharpen your job market profile, build on solid foundations and have the flexibility to choose and combine various business and technology modules.
- You want to be able to understand techies, communicate and potentially lead a team of engineers and business people.

### Positioning of MSc. Business and Technology

#### **Business and Technology**

- is a master's degree focused on business (BWL).
- is designed for students seeking a job focused on managing people problems in times of technological progress, such as digital transformation.
- prepares you better than other business degrees to solve people problems in collaboration with information technology experts.
- teaches you conceptual and thus sustainable knowledge in the rapidly changing technical disciplines of the information age.
- trains you to take different disciplinary perspectives.
- ≠ Business Information Systems (Wirtschaftsinformatik)

## The Designers of MSc. Business and Technology



**Michael Beckmann** 

Human Resources, Strategy & Organization



**Dietmar Maringer** 

Technology



Sabine Böckem

**Management Accounting** 



**Fabian Schär** 

**Technology** 



C. Miguel Brendl

Marketing, Strategy & Organization



**Ulf Schiller** 

**Management Accounting** 

### **Admission Requirements**

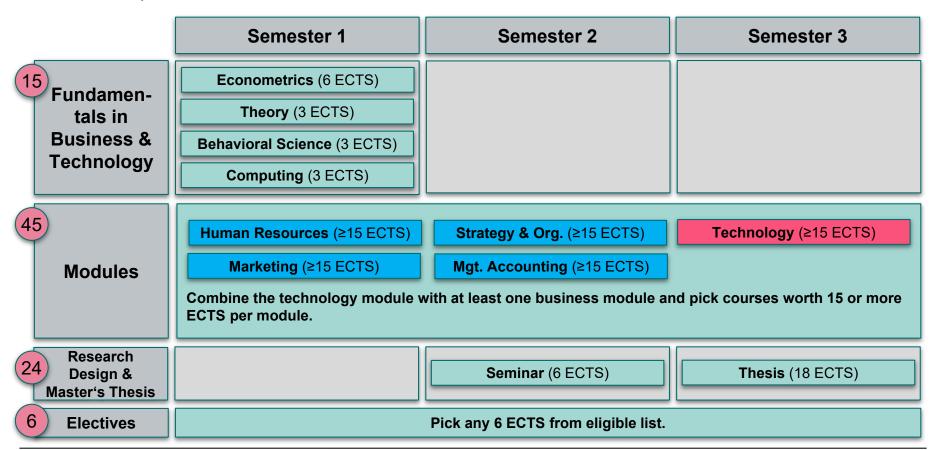
Bachelor's degree in Business and Economics, University of Basel: Minimum grade 5.0

Bachelor's degree in Business and Economics, other Swiss universities: Minimum grade 5.0

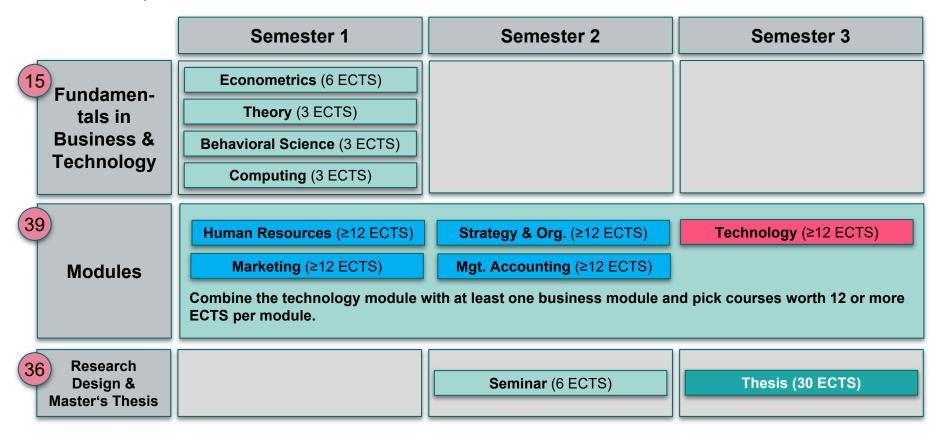
- plus basics in Business and Economics: 75 ECTS
- plus basics in Mathematics: 12 ECTS
- plus basics in Statistics: 12 ECTS

In both cases: If your own grade < 5.0: GRE®-Test or GMAT® (you need to be among the top 30% in the areas "Quantitative Reasoning" and "Analytical Writing")

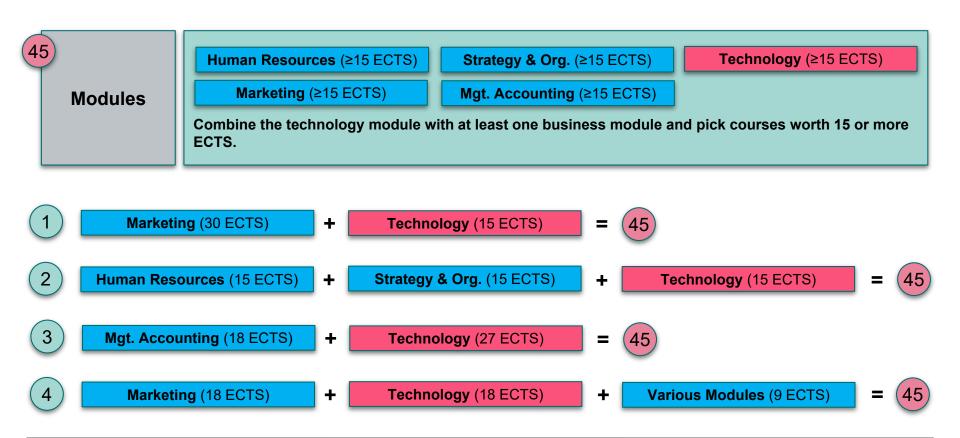
#### **Semester / Module View**



### **Semester / Module View (Extended Thesis)**



### **Choice of Modules: Examples**



#### Master's Thesis

Two options for writing the master's thesis:

- A Master's thesis can be written to the extent of 18 FCTS
- In this case, 15 weeks are available for the completion of the thesis.
- A Master's thesis can be written to the extent of 30 FCTS
- In this case, 25 weeks are available for the completion of the thesis.



## **Career Prospects**

Modules	HR- Manager	HR- Consultant	Marketing Manager	Marketing Consultant	Management Consultant	Entrepreneur	Accounting & Control
Human Resources	x	х			x		x
Marketing			X	x		X	
Strategy & Organization	x	x	x		x	x	
Management Accounting				x		X	X
Technology	×	x	x	x	x	x	X