



Universität
Basel

Business and Technology Master of Science

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*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



FEATURE

The Geek Gap: Why business and technology professionals don't understand each other



By David Geer

JPMorgan's requirement for new staff: coding lessons

Hundreds of new investment bankers and asset managers undergo mandatory training

Techies and Non-Techies Don't Always Interface Well

Poor Communication Is Still The Primary Contributor To Project Failure



Stephan Zoder Contributor

Manufacturing

Expert in data-driven physical-to-digital business transformation.

The
Washington
Post

Forbes

FT FINANCIAL
TIMES

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 1	Semester 2	Semester 3
15 Fundamentals in Business & Technology	Econometrics (6 ECTS) Theory (3 ECTS) Behavioral Science (3 ECTS) Computing (3 ECTS)		
45 Modules	<div> <div>Human Resources (≥15 ECTS)</div> <div>Marketing (≥15 ECTS)</div> </div> <div> <div>Strategy & Org. (≥15 ECTS)</div> <div>Mgt. Accounting (≥15 ECTS)</div> </div> <div>Technology (≥15 ECTS)</div> <p>Combine the technology module with at least one business module and pick courses worth 15 or more ECTS per module.</p>		
24 Research Design & Master's Thesis		Seminar (6 ECTS)	Thesis (18 ECTS)
6 Electives	Pick any 6 ECTS from eligible list.		

Semester / Module View (Extended Thesis)

	Semester 1	Semester 2	Semester 3
15 Fundamentals in Business & Technology	Econometrics (6 ECTS) Theory (3 ECTS) Behavioral Science (3 ECTS) Computing (3 ECTS)		
39 Modules	<div> <div>Human Resources (≥12 ECTS)</div> <div>Marketing (≥12 ECTS)</div> </div> <div> <div>Strategy & Org. (≥12 ECTS)</div> <div>Mgt. Accounting (≥12 ECTS)</div> </div> <div>Technology (≥12 ECTS)</div> <p>Combine the technology module with at least one business module and pick courses worth 12 or more ECTS per module.</p>		
36 Research Design & Master's Thesis		Seminar (6 ECTS)	Thesis (30 ECTS)

Choice of Modules: Examples

45

Modules

Human Resources (≥15 ECTS)

Strategy & Org. (≥15 ECTS)

Technology (≥15 ECTS)

Marketing (≥15 ECTS)

Mgt. Accounting (≥15 ECTS)

Combine the technology module with at least one business module and pick courses worth 15 or more ECTS.

- 1 Marketing (30 ECTS) + Technology (15 ECTS) = 45
- 2 Human Resources (15 ECTS) + Strategy & Org. (15 ECTS) + Technology (15 ECTS) = 45
- 3 Mgt. Accounting (18 ECTS) + Technology (27 ECTS) = 45
- 4 Marketing (18 ECTS) + Technology (18 ECTS) + Various Modules (9 ECTS) = 45

Master's Thesis

Two options for writing the master's thesis:

- A Master's thesis can be written to the extent of 18 ECTS.
 - 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 ECTS.
 - 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	X			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	X