The Master programme in Data Analytics & Economics combines state-of-the-art training in data analytics and economics, taking into account the demands of digitalisation. This makes it the first Master’s degree in Switzerland to combine data analytics with the economics of markets and organisations. Skills in both these areas are crucial to understanding, shaping and regulating future markets and organisations. Internet platforms, recommender systems and dynamic pricing are just some examples of current fields of application in which this kind of profile is in high demand. The uniqueness of this Master programme lies in its combination. Students not only learn how to handle big data sets, work with artificial intelligence and program in Python and R; but also to understand markets, evaluate strategies, and analyse the economics of platforms. Skills in these areas open up outstanding career opportunities, in particular in Internet and technology companies, consulting and the public sector.

The study programme is divided into the two compulsory modules: Data Analytics, and Economics of Markets and Organisations. In addition to these two core areas, students have the possibility to specialise individually through elective courses. The language of study is English; additional courses are available in French and German.

Profile of the study programme

The buzz words big data and digital economy are indicative of two fundamental developments: the increasing availability of data and data analysis tools on the one hand, and the radical change in markets due especially to Internet platforms on the other. Growing numbers of business models are based on this, and so understanding, shaping and regulating them is of key social importance.

One of the many relevant areas is that of Internet platforms, such as booking or sales platforms. These combine complex economic decisions by market players with computer-assisted generation and analysis of data, which is then used for optimisation by means of statistical learning. Similarly, recommender systems and dynamic pricing systems are also based on data analysis and economic decisions. Consequently, more and more business sectors demand both a mastery of statistical methods and an understanding of their economic implications in order to analyse and improve strategic decisions. Moreover, economic skills are important for shaping rules of play (e.g. of sales platforms) and designing regulations (e.g. by the competition authorities). To meet the training needs of the digital transformation, this Master programme is rooted in economics, statistics and computer science.

The Master programme is divided into two compulsory modules, I and II, and one elective module. Module I, «Data Analytics», covers statistical, econometric and computer science methods of data analysis, while module II, «Economics of Markets and Organisations», covers the relevant economic concepts. These compulsory modules teach students skills in the key areas of the Master programme. The elective module comprises a wide range of courses that apply the techniques and concepts of compulsory modules I and II to various specialist fields. The freedom to choose courses from this module enables students to specialise according to their own individual interests.

Fribourg profile

The Faculty of Management, Economics and Social Sciences introduces state-of-the-art scientific knowledge into its teaching and thus ensures the excellence of its study programmes. Students are empowered to provide answers to economic, social and business-related issues, and to implement them in practice. The favourable staff-student ratio, the strong orientation towards real-world applications and the multilingual environment optimally prepare students for the challenges of the Swiss and international labour markets.

Learning outcomes and career openings

Due to digitalisation there is high and increasing demand for a training profile that provides technical skills in data analysis as well as conceptual skills in economic decision-making in organisations and markets. By combining data analytics with the economics of markets and organisations, this Master programme satisfies these needs.

The «Master of Arts in Data Analytics & Economics» degree at the University of Fribourg opens up excellent career opportunities in the private and public sectors.

Career prospects:

- Internet and technology companies (e.g. data analytics, conducting of experiments or A/B testing, marketing analysis, product management, interface function between experts and public);
- Consulting (e.g. data and computer-assisted strategy

http://studies.unifr.ch/enmaster/eco/dataeco
Consulting, market design consulting);
- Banks and other organisations (e.g. data analytics, market research, corporate management);
- Public administration (e.g. data-based analysis and optimisation of state interventions, advice on regulation, competition authorities).

Studies organisation

Structure of studies
90 ECTS credits, 3-4 semesters

Curriculum
http://studies.unifr.ch/go/PWEqb

Comments
Data Analytics is also offered as a minor study programme (30 ECTS credits).

Admission

Admission requires a Bachelor's degree (at least 90 ECTS credits) which covered the following courses at the Faculty of Management, Economics and Social Sciences of the University of Fribourg, or an equivalent range of courses at another faculty/university:

- Mathematics I (4.5 ECTS)
- Mathematics II (4.5 ECTS)
- Microeconomics I (6 ECTS)
- Microeconomics II (6 ECTS)
- Statistics I (4.5 ECTS)
- Statistics II (4.5 ECTS)
- Statistics III (4.5 ECTS)
- Information Systems I (6 ECTS)
- Information Systems II (6 ECTS)

Graduates of the Bachelor's degree in Information Systems, Management and Economics at the University of Fribourg meet the admission criteria.

For the holders of a Bachelor's degree awarded from a Swiss university of applied sciences in Business Administration / Business Information Systems / Computer Science, candidates may be admitted to the Master with a complementary programme of 30 to 60 ECTS credits, depending on their application file.

Contact

Faculty of Management, Economics and Social Sciences
Dean's Office
decanat-ses@unifr.ch
http://studies.unifr.ch/go/en-ses