

MASTER IN MANAGEMENT AND ANALYTICS FOR BUSINESS

2018

APPLICATION PORTFOLIO

Level of education and English language skills of the applicant	Maximum 30 points
DIPLOMA WITH HONOUR	20 POINTS
DIPLOMA WITH THE AVERAGE SCORE ABOVE 4.0	10 POINTS
IELTS (NO LOWER THAN 6.5), TOEFLE (NO LOWER THAN 600), BEC VANTAGE (NO LOWER THAN B)	10 POINTS
ENGLISH IS A NATIVE TONGUE OF THE APPLICANT	10 POINTS
OTHER CERTIFICATES	5 POINTS
"EXCELLENT" IN THE ATTACHMENT TO THE BACHELOR'S / SPECIALIST'S DIPLOMA	5 POINTS

APPLICATION PORTFOLIO

Assessment of the applicant's ability to successfully study at graduate business programmes - one of two grounds is taken into account: (3) GMAT, GRE scores (4) evaluation of the research proposal	Maximum 40 points
GMAT SCORES (QUANTITATIVE SECTION) NOT LOWER THAN 50 / GRE SCORES (QUANTITATIVE REASONING) NOT LOWER THAN 170	40 POINTS
GMAT SCORES (QUANTITATIVE SECTION) NOT LOWER THAN 45 / GRE SCORES (QUANTITATIVE REASONING) NOT LOWER THAN 160	30 POINTS
OTHER LEVEL OF SCORES IN GMAT, GRE	20 POINTS
THE AVERAGE SCORE BASED ON THE EVALUATION OF AT LEAST TWO EXAMINERS	MAXIMUM 30 POINTS

APPLICATION PORTFOLIO

Assessment of the level of motivation of the applicant and additional qualifications

Maximum 30 points

MOTIVATION LETTER (IN ENGLISH):

MAXIMUM 15 POINTS

Why you have chosen to study at HSE University in the programme “Management and Analytics for business.
Describe your background and plans for professional and academic development.

CV AND RECOMMENDATION LETTERS:

MAXIMUM 15 POINTS

The experience of professional activities, participation in extracurricular and project work, research and consulting projects are to be evaluated.
We consider letters of recommendation from those who can give a qualified opinion on the applicant's professional and academic achievements.

RESEARCH PROPOSAL

CUSTOMER ANALYTICS	PEOPLE ANALYTICS	DIGITAL BUSINESS (WITH EDHEC)	RESEARCH DISTINCTIONS
ASSESSING AND UNDERSTANDING CUSTOMERS IN RELATION TO THE BRAND AND WHETHER A CUSTOMER IS SATISFIED.	INDIVIDUAL PROFILING OF EMPLOYEES / ECONOMIC AGENTS	INTERNET BUSINESS MODELS (OVERVIEW/ EXPLICATION/ ANALYSIS)	<p>ANY EMPIRICAL STUDY IN BUSINESS ECONOMICS AND MANAGEMENT (MIGHT BE BASED ON YOUR BACHALOR THESIS)</p>
TARGETING CUSTOMERS ACROSS ALL CHANNELS AND ANALYZING THE VARIOUS WAYS A PRODUCT OR SERVICE CAN BE DISTRIBUTED.	TEAM COMPOSITION: DIVERSITY, COLLABORATIONS AND LEADERSHIP	DIGITAL TRANSFORMATION OF BUSINESS	
PREDICTING GROWTH/CHURN RATE AND TAKING ACTIONS TO EXTEND A CUSTOMER'S LIFETIME VALUE.	BRIDGING THE HR ANALYTICS GAP	YOUR DIGITAL STARTUPS	
SPOTTING TRENDS IN BIG DATA AND ANALYZING BEHAVIOR TO INCREASE SALES.	HUMAN CAPITAL DEVELOPMENT IN DIGITAL ECONOMY		
MAXIMIZING THE CUSTOMER JOURNEY THROUGH PERSONALIZED SELLING AND MARKET SEGMENTATION BY ASSESSING WHICH	CREATING THE QUANTIFIED WORKPLACE AND MONITORING INDIVIDUAL AND TEAM PROGRESS		

RESEARCH PROPOSAL - 10 PAGES MAXIMUM (12 SIZE)

STRUCTURE

- (1) INTRODUCTION - UP TO 1 PAGE**
- (2) PROBLEM STATEMENT AND MOTIVATION - UP TO 2 PAGES**
- (3) BRIEF LITERATURE REVIEW - UP TO 2 PAGES**
- (4) DATA EMPLOYMENT AND HANDLING - UP TO 3 PAGES**
- (5) EXPECTED RESULTS AND PRACTICAL IMPLICATIONS - UP TO 2 PAGE**