



# MANAGEMENT AND ANALYTICS FOR BUSINESS

**DOUBLE DEGREE TRACK WITH UNIVERSITY  
OF POMPEU FABRA (BARCELONA, SPAIN)**



MASTER'S PROGRAMME

2020

## ADMISSIONS CRITERIA

- Application Portfolio
- English (Full Language Assessment)

## AVAILABLE PLACES

**State-funded places — 25**

**Self-funded places (Russian) — 5**

## FULL-TUITION WAIVERS AND SCHOLARSHIPS

Students who maintain an “outstanding” grade point average for two consecutive semesters will be able to apply for a full-tuition waiver, scholarship or pending availability of places.

## CONTACTS

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HIGHER SCHOOL OF ECONOMICS  
NATIONAL RESEARCH UNIVERSITY  
SAINT PETERSBURG

# MANAGEMENT AND ANALYTICS FOR BUSINESS



## INFO

- Avant-garde Master in Management.
- Totally taught in English.
- Profound emphasis on analytics and data-driven decision-making.
- Majority of professors with international degrees and professional experience in business.
- Opportunity to obtain the second degree from the Pompeu Fabra University (Barcelona, Spain).

## WHAT WILL YOU LEARN

The Programme brings together traditional courses in general and strategic management, business strategy and international business along with the application of data analytics for these areas. Master in Management & Analytics for Business places an emphasis on data-driven decision-making, on data-based business models, and on digital transformation of business. This expertise is expected to be the most relevant and demanded by employers.

The programme provides rigorous theoretical foundations during the first year of study – common for all students; and domain-oriented business analytical training in the second year. We invite students to have deep cutting-edge training in People Analytics (HR) or Customer Analytics (Marketing).

The programme targets bachelors with IT, math, economics and management background. Eligible students must have good command of English as demonstrated by international certificates or exam (except native English speakers and students who have completed a degree exclusively in English).

## THIS IS YOUR PROGRAMME, IF YOU LOOK FOR

- an innovative and an independent-minded approach to new business challenges in data-driven economy,
- a thorough understanding of the core principles of business management and governance on highly competitive global markets,
- relevant tools and investigative skills to a range of business problems to produce innovative cogent solutions,
- communicating analytically, effectively and perceptively within a business environment

## ACADEMIC DIRECTOR OF THE PROGRAMME



**Angel Barajas**  
Full Professor, Head of the Department of Finance and Leading Researcher of International Laboratory of Intangible-driven Economy

## RESEARCH AND PROJECTS

The programme has a track on Research. We provide students with analytical skills by taking part in advanced training for business research methods and projects of HSE research centres. That facilitates their further education on leading international PhD programmes in Economics and Management. The most motivated and talented students will be granted an opportunity to integrate their research into projects of the International Laboratory of Intangible-driven Economy.

Research Seminars are conducted by leading experts in Business studies and are running for the whole period of study. Students write academic or project-based research master thesis under supervision of world class professionals: Felix Lopez-Ilturiaga (University of Valladolid), Carlos Fernandez-Jardon (University of Vigo), Dennis Coates (UMBC), Romie Littrell (HSE University), Angel Barajas (HSE University).

## INTERNSHIPS

The programme offers three months business internships for all students. Moreover we encourage the best students to have longer period of training on the base of HSE business partners: Danone, Nissan, 2GIS, JTI, BAT, Philip Morris, Bosch-Siemens, KPMG, Ernst & Young, Deloitte, McKinsey, VTB, Sberbank among others. That enriches the programme curriculum but more importantly enables substantially better personal placement and future employability.

## SEMESTER ABROAD

Exchange programs provide students with the chance to spend one semester at a partner university abroad. These partners include the Ghent University (Belgium), Lappeenranta University of Technology (Finland), University of Rome Torvergata (Italy), Pompeu Fabra (Spain), LMU (Germany), Frankfurt School of Finance & Management (Germany).

## CAREER PROSPECTIVE

Graduates of Master in Management & Analytics for Business will be employed as HR Directors, Marketing Directors, Development Directors, and Consultants. A specific focus on Marketing and HR analytics makes graduates very demanded by globally operating corporations under digital transformation of their business.

You will enter the workforce with a well-grounded education being competitive and well-equipped with the set of the most relevant and updated skills. According to PayScale-HC in 2017 master degree in business add more than 40% to your value on the global job market.

Would you continue an academic path you are fully prepared for university careers and accepted to the leading doctoral programs in Russia and abroad.

