



St. Petersburg  
School of Economics  
and Management

# Data Analytics for Business and Economics

Master's degree

2023

# Data Analytics for Business and Economics

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<b>Training period</b>	2 years
<b>Education</b>	full-time
<b>Language</b>	English

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## Available places in 2023

State-funded places	Self-funded places (Russian)	Self-funded places (Foreigners)
<b>45</b>	<b>15</b>	<b>9</b>

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## Admissions criteria in 2023

<b>Application</b>	<b>English</b>
Portfolio	Full Language Assessment

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### This is your programme, if you look for

- An innovative and independent-minded approach to new business challenges in the data-driven economy
- A thorough understanding of the core principles of business management and governance in 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
- Acquiring a knowledge and understanding of advanced techniques and skills applied in theoretical and empirical research,
- Being able to program in several statistical packages.

#### Contacts:

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[spb.hse.ru/ma/analytics](http://spb.hse.ru/ma/analytics)



Academic director

**Natalia Volkova**

PhD



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## What will you learn

The Programme brings together traditional courses in general and strategic management, business strategy, international business, and economics along with the application of data analytics for these areas. Master in Data Analytics for business and economics emphasizes data-driven decision-making, data-based business models, and the 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 the following tracks:

- People Analytics (HR),
- Customer Analytics (Marketing),
- Economic Data Analysis.

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

## Research and projects

The programme has an optional track on Research. We provide students with analytical skills by taking part in advanced training for business research methods and projects of HSE research centers. That facilitates their further education on leading international PhD programmes in Economics and Management. If a student enters the PhD program at the School of Economics and Management, most of the courses of the first year will be recognized.

The most motivated and talented students will have an opportunity to work alongside leading researchers from HSE's (i) Center for Market Studies and Spatial Economics, (ii) Laboratory of Game Theory and Decision Making, and (iii) Laboratory of Intangible-driven Economy. Such a research environment allows students to develop the skills required to fulfill their aspirations to become professional economists or conduct further research as PhD students.

Research Seminars are conducted by leading experts in business and economics studies and run for the whole period of study. Students write academic or project-based research master theses under supervision of world-class professionals.

## Internships

The programme offers three-month business internships for all students. Moreover, we encourage the best students to have a longer period of training on the base of HSE business partners. That enriches the programme curriculum but more importantly enables substantially better personal placement and future employability.

## Career prospective

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

Graduates of the Economic Data Analysis track work in analytical departments of large companies, financial banks, insurance companies, and investment institutions, as well as in state and municipal governments.



**Program website**

[spb.hse.ru/ma/analytics](http://spb.hse.ru/ma/analytics)

**Admissions committee:**

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[abitur-spb@hse.ru](mailto:abitur-spb@hse.ru)

**Contact center:**

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