

National Research University Higher School of Economics

St.Petersburg School of Economics and Management

PORTFOLIO COMPOSITION
for foreign citizens applying for master's degree programme
«Data Analytics for Business and Economics»

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2025

List of documents for passing the entrance examination in the form of competitive selection (portfolio) for foreign citizens entering through a separate competition, and criteria for evaluating the portfolio.

Master’s Programme “Data Analytics for Business and Economics”

Portfolio’s element	Description	Gradings (100-points scale)
<i>Mandatory Documents</i>		
Field-specific test	Applicants are to take a field-specific test. The test is offered in two versions: one for applicants to the “Economics” track and one for applicants to the “Management” track (Customer Analytics or People Analytics). Only those candidates who pass the test successfully will be admitted to an interview with a programme representative. To qualify for the interview stage, a minimum score of 60% is required. Applicant will have one week to complete the online test and submit the answers. The test for the “Economics” track requires a solid command of both mathematics and statistics. The test for the “Management” track focuses more on statistical analysis, the correct application of econometric tools, and the interpretation of results. Nevertheless, the “Management” track test also requires to be familiar with the fundamentals of linear algebra, differentiation, integration, equation-solving techniques, and optimization with equality constraints in one or multiple variables. During the interview, applicant may be asked questions related to the exercises from the online test or to similar problems. Candidate is therefore encouraged to be prepared to explain their solutions step by step, to discuss the reasoning behind their answers, and to describe the mathematical and statistical concepts applied. Please note that providing correct answers without being able to clearly explain the underlying reasoning will be considered academic dishonesty.	Fail / Pass

	An example of the test, as well as the list of recommended textbooks for preparation: https://spb.hse.ru/mirror/pubs/share/1097438284.pdf .	
CV	Europass format or similar form of curriculum vitae in English	Fail / Pass
Motivation Letter	Max 1 A4 page, font Times New Roman, font size 14, space 1,5. Language – English. Please, include the answers of the following questions to your Motivation letter: 1) Why do you want to study in Russia? 2) Why do you choose HSE St.Petersburg and the programme you are applying for? 3) How will education at HSE St. Petersburg contribute to your professional development? 4) What ways do you think you can make a contribution to the University? 5) What makes you a good candidate for this programme? For the <u>Master's programme 'Data Analytics for Business and Economics'</u>, the additional points (+5 points) are given for the rationale for choosing one of three applied tracks: • Customer Analytics • People Analytics • Economic Data Analysis	0 - 10
Recommendation Letter	The formal letter of reference should be written on the official letterhead including the contact information and signature of the header for recommendation letter. It is strongly recommended to submit at least one recommendation letter.	0 - 5
Diploma with transcript of records	Diploma of Higher Education/University Diploma with the transcript of records (5 scores) Additional scores could be awarded for: 1) Match with educational programme specialization (+5 scores) 2) Diploma with Distinction / high GPA (+ 5 scores) 3) In case you are in the final year of Undergraduate studies and have not received the Diploma yet, you should submit the transcript of records for all academic years. (+5 scores)*	5 - 15

	* are awarded for the transcript of records with primarily excellent marks. <i>NB! It is required to provide a verified translated certified copy of your Diploma in Russian in case the Diploma with transcript of records is neither in English nor in Russian.</i>	
Interview	The interview is in English. The procedure is following: 1. The interview has to be appointed in 14 days after the day the application has been submitted upon condition that the application form is properly filled out and all required documents are submitted. 2. Data and time for the interview are appointed by HSE St.Petersburg. By request of an applicant it is permitted to reschedule the time for interview once only. The applicant has to inform the Commission about rescheduling by sending an email to: iadmission-spb@hse.ru 3. Skype with web-camera or similar available communication tool (Zoom) is used in order to conduct the interview. The interview might also be conducted internally. 4. Before the interview starts, the Commission has to verify the Applicants identity (the Applicant has to show the ID) 5. Recommended duration of the interview – 30 minutes 6. During the interview the applicant has an opportunity to give the comprehensive comments on the application and the motivation letter; to show the understanding of the educational specialization; to show strong communication skills in English	Fail - 50
<i>Documents that can be included in the portfolio</i>		
Certificate of Language Proficiency	General requirements to the submitted certificates (+5 scores): TOEFL iBT 80-90 TOEFL PBT 500-550 previous studies taken in English (verified by Diploma and transcript of records) +10 scores if TOEFL iBT > 100 TOEFL CBT > 250 TOEFL PBT > 600	0 - 10

Academic, professional and personal merits, including GMAT/GRE certificates	Participation in international competitions, scientific conferences, Summer and Winter schools at HSE, distinction in studies, other international certificates including GMAT/GRE; publications. At the discretion of the programme, <u>max 10 scores</u> might be awarded. +5 scores if GMAT>600 GRE Subject test to mathematics>660 GRE Quantitative Reasoning>154 +10 scores if GMAT>700 GRE Subject test to mathematics>855 GRE Quantitative Reasoning>166	0 - 10
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