

# **Master in Management and Analytics Concept**

## **1. Programme overview**

We live in a changing world: societies, institutions and firms are in permanent transformations. This constant evolution raises new challenges and opportunities worldwide, so the ability to analyze an overwhelming flow of information has become a key to success in business. Two related concepts that have emerged in recent years are “lifelong learning” and “learning how to learn”. The Master in Management and Analytics for Business is designed to provide the students with a solid foundation of knowledge to make them able to pursue a professional career in a number of fields such as marketing, human resources management, international business, corporate finance, public policy, research, etc. Two outstanding features of the program are the international scope and the orientation to the labor market.

The key mission of the Master in Management and Analytics for Business is to boost up career prospects. The Programme provides students with practical skills through its emphasis on research methods, statistical analysis and data mining techniques. It also embodies the value of independent research and explicitly offers the possibility of an academic career in addition to the possibility of a career in business. All these distinctions make this program rather unique and exciting. Moreover, the Master in Management and Analytics provides rigorous theoretical foundations during the first year of study – common for all students; and domain-oriented business analytical training within the second year. We build training around real business projects and digital start-ups under the leadership of the major experts in Russia and abroad.

The Master in Management and Analytics is able to exploit digital and analytical tools to cogent decisions making. This expertise is expected to be the most relevant and demanded by employers. We expect moreover students generating new data-driven business ideas. We train specialists who will become leaders in the digital transformation of business. Our graduates will work as development directors, heads of HR, marketing, consultants. You

will become trend-makers and visionaries of the new economy, successful entrepreneurs in the emerging digital business environment.

## **2. Programme Partnerships**

Business and academic partnerships of the Programme seek to provide students with opportunities to build their successful career and enrich international experience being a part of a solid university ecosystem. 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. Exchange programmes 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). Moreover, the programme belong to the QTEM Network.

## **3. Curriculum and courses**

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).

#### **4. Career Prospects**

The expertise of the Programme is already demanded and is to be even more relevant for employers. 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. Graduates of the Programme 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. Moreover Master in Management and Analytics for Business prepares students for academic careers and assures the best students to be enrolled to the leading doctoral programs in Russia and abroad.