



GRADUATE
SCHOOL OF
BUSINESS

Master's Programme Business Analytics and Big Data Systems

Academic Supervisor

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PhD., Associate Professor, Department of Business Informatics

ADVANTAGES OF THE PROGRAMME



HSE Department of Business Informatics is a member of the **European Research Center for Information Systems** (ERCIS)



The Programme is the only master's program of Russian universities in the prestigious **QS World University Rankings**



Graduates of the Program are **leaders of digital business transformation**, conductors of data-driven culture

ADMISSION 2022

PERIOD OF STUDY :

2 YEARS

LANGUAGE OF EDUCATION :

ENGLISH

ADMISSION CONDITIONS :

COMPETITIVE SELECTION (PORTFOLIO)
ENGLISH (TESTING + LISTENING) (only for Russian applicants)

NUMBER OF PLACES :

20 BUDGET PLACES (Russian applicants)

30 PAID PLACES (Russian applicants)

30 PAID PLACES FOR FOREIGNERS

15 QUOTA PLACES

COST OF EDUCATION :

440 000 RUBLES PER YEAR



PROGRAMME STRUCTURE

Business Transformation Strategy

- Digital Transformation
- Big Data Architecture
- IT Strategy Development
- Enterprise Architecture Perfecting
- Strategic Innovation Management
- Digital Platforms and Ecosystems of Modern Business
- Cloud Technologies

Technical Components

- Data Science for Business
- Decision Analysis
- Theoretical Basics of Distributed Information Processing in Big Data Systems
- Predictive Modelling
- Applied Blockchain in the Modern Enterprise Architecture
- Blockchains, Cryptocurrencies, and Smart Contracts

Data Analysis

- Python for Data Science and AI
- Data Analytics and Visualization for Business
- Applied Machine Learning
- Advanced Data Management
- Manufacturing Data Collection and Analytics
- Big Data Based Marketing Analytics
- Neural Networks and Deep Learning
- Data-Driven Web Applications

Soft Skills

- Leadership and Project Team Management
- Business Rhetoric
- Analysis for Business Systems
- Digital Patent Law and Data Governance
- The Cyber World: Governance, Hardware, Software, Networks, Security, and Management
- Digital Project Life Cycle

Project Work

- Consulting project
- Project seminar
- Industrial practice
- Term Paper and Thesis
- Research Seminar
- Winter School
- Case Studies

FUTURE PROFESSION

- A graduate of the Program is a cross-functional specialist who is able to effectively use new-generation digital technologies that provide cost-effective extraction of useful information from large volumes of diverse data.
- The graduate is able to:
 - manage enterprise data;
 - determine the indicators necessary for business performance management;
 - implement and apply analytics and decision support tools;
 - manage IT solutions;
 - develop new models of the enterprise's information infrastructure.



FUTURE PROFESSION

LIST OF KEY PROFESSIONS

- Product Manager in the field of advanced analytics and Data Science
- Chief Data Officer
- Chief Innovation Officer
- Chief Product Officer
- Business Consultant
- Business Analyst

PLACES OF PRACTICE

- SberBank
- Mail.ru Group
- SAP
- SAS
- Ernst&Young
- Rostelecom
- Leroy Merlin



EXAMPLES OF PROJECTS

CENTRAL BANK: application of machine learning algorithms for further improvement of Fraud and Failure score models.

VTB CAPITAL: application of machine learning algorithms for securities portfolio analysis and development of recommendation systems.

SBERBANK: priority directions of monetization of customer data within the scope of the insurance of corporate clients of the banking group.

ЯНДЕКС: a comparative review of the main proposals for limiting user tracking on the Internet.



DOUBLE DEGREE PROGRAMME

SEMESTER ABROAD AT ONE OF THE WORLD'S LEADING BUSINESS SCHOOL

Fachhochschule Technikum Wien (Austria)



University of Passau (Germany)



Lancaster University (England)



PROGRAMME PARTNERS



HUAWEI



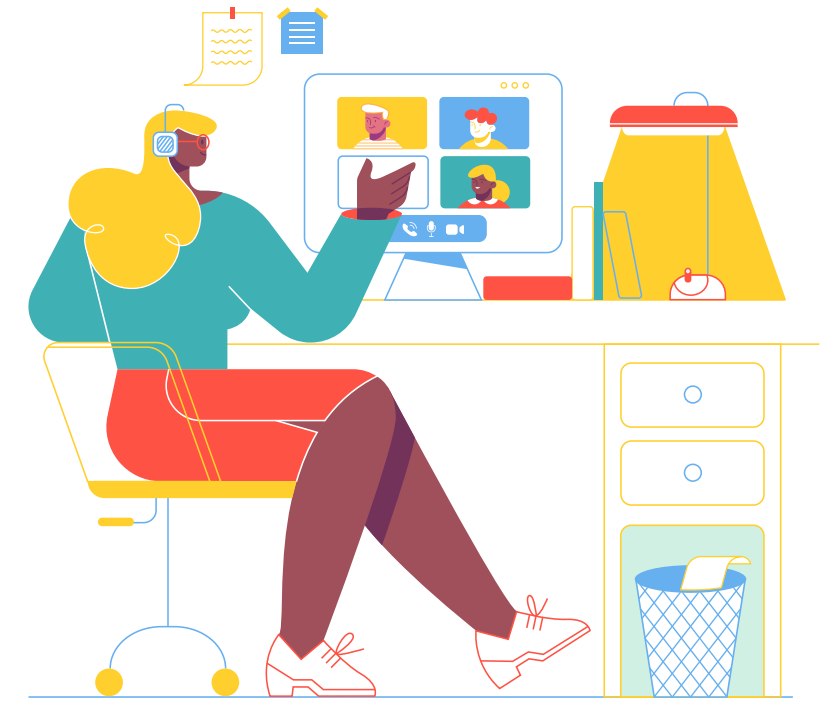
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INTERACTION FORMATS

- EXPERT COUNCIL ON BUSINESS INFORMATICS
- ACADEMIC COUNCIL OF THE PROGRAMME
- JOINT DEPARTMENTS
- CASE STUDIES FROM PRACTICE
- INTERNSHIPS
- PROJECT PRACTICE
- JOINT RESEARCH
- THEMATIC WORKING GROUPS
- JOINT PUBLICATIONS

PORTFOLIO STRUCTURE

Portfolio Component	Maximum score
1) Copy of diploma and official transcript	15
2) Documents confirming the individual achievements including mandatory CEFR English ability certificate for foreigners (recommendation letters, awards, certificates, scholarships, GMAT/GRE test results etc.)	15
3) Documents confirming the applicant's practical experience (internships, description of projects, certificate of employment, certificate of implementation etc.)	10
4) Letter of motivation (in English)	10
5) Essay on "Big data analytics as a basis for long-term and strategic business development" (in English)	15
6) Interview (in English)	35
TOTAL	100

ADMISSION DATES

There are two admission tracks, one reserved exclusively for foreigners (international track), and the other open for Russian and foreigners (general track).

INTERNATIONAL TRACK

DATES: 01.11.2021-15.08.2022*

PLACES: 30 places, reserved exclusively for foreigners

GENERAL TRACK

DATES: 20.06.2022-26.07.2022

PLACES: 50 places, including 20 government-sponsored (for Russian applicants only)

*An early admission is available in the international track till March 31, 2022, scholarships are distributed on the first come first served basis. The scholarships will be distributed till April 4, 2022



USEFUL LINKS

- <https://www.hse.ru/en/ma/bigdata/> – home page of the Programme “Business Analytics and Big Data systems” (all relevant information will appear before the end of the calendar year)
- <https://admissions.hse.ru/en> – International Admissions
- https://www.hse.ru/data/2021/11/22/1445621535/%D0%9F%D0%BE%D1%80%D1%82%D1%84%D0%BE%D0%BB%D0%B8%D0%BE%D0%B8%D0%BD%D0%BE%D1%81%D1%82%D1%80%D0%B0%D0%BD%D1%86%D1%8B%D0%91%D0%90%D0%A1%D0%91%D0%94_2022.pdf – composition and criteria for evaluating the portfolio for the Programme
- <https://istudents.hse.ru/en/> – International Student Support
- <https://istudents.hse.ru/en/dormitory/> – Accommodation in Moscow



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