Summary of Degree Programme 'Management and Analytics for Business'

Field of Studies

38.04.02 Management

Approved by

Academic Council Minutes No.10 of 27 October 2017

HSE University Educational Standard

[HSE University Educational Standard: Master's Degree (from 2022)(signature)](#) (PDF, 1.05 Mb)

[HSE University Educational Standard](#) (PDF, 441 Kb)

Last Update

Minutes of St. Petersburg School of Economics and Management Council Meeting № 8.3.2.4-08/1909-01 from 19.09.2023

Network Programme

No

Length of Studies, Mode of Studies, Credit Load

2 years

Full-time, 120 ECTS

Language of instruction

ENG

Instruction in English

Qualification upon graduation

Master

Double-degree Programme

Yes

Use of online learning

With online tools

Tracks

2022/2023 ACADEMIC YEAR

People Analytics

Type: Applied

Track Supervisor: Volkova, Natalia

Language of instruction: English

Use of online learning: With online tools

Qualification upon graduation: Магистр

Key learning outcomes:

— KER-1 Systemises, generalises and analyses the best practices in terms of strategic and operational level of human resource management in the organization;

— KER-2 Deals with various information systems and datasets for HR purposes

— KER-3 Applies both quantitative and qualitative methods to analyse staff composition;

— KER-4 Collects, analyses and frames details about available resources in the labor market;

— KER-5 Manages employee motivation, engagement and workplace discipline

Description of the professional field:

— PC-1 Able to develop reasonable HR system to reach organizational goals;

— PC-2 Able to apply various state-of-the art techniques to analyze HR data;

— PC-3 Able to anticipate and identify HR problems and search for best solutions that have benefit within and/or outside the organization.

Description of educational modules:

— The module "Major" provides an opportunity to master the professional competencies necessary to achieve personal student learning outcomes. Students can gain knowledge and competencies in "Talent Analytics: Data and Tools, People Analytics: Prediction of Performance, Staffing Analytics Overview etc.

— Module "Key seminars" includes Research seminar ''Data-driven Business Research in HR', Mentor's Seminar "People Analytics", Research seminar "Introduction to Business Research". This module aims at providing students with knowledge, practical skills and experience to conduct both applied and fundamental research with a substantial emphasis on quantitative studies in business. The module aims to enable students to carry out their individual projects as well as contribute to collective research. The Research seminar covers the most relevant issues of a research process that might be valuable for students. The key idea of the course is to provide insights into philosophy and basics of pure academic as well as applied studies in management and economics. The module is designed to provide students with knowledge, skills, positive values and competencies to solve nontrivial problems and creative tasks in the frame of business studies.

— The module "Internship" consists of 3 types of internship: Project Internship, Professional Internship, Research

Internship.

— Module "Magolego" takes place in the first year of study and involves the study of disciplines from the general university pool. Students can choose elective courses from the university-wide pool during their study period.

Customer Analytics

Type: Applied

Track Supervisor: Pleshkova, Anastasiia

Language of instruction: English

Use of online learning: With online tools

Qualification upon graduation: Магистр

Key learning outcomes:

— KER-1 Collects, stores, processes and analyses data needed for problem-solving and in accordance with common scientific and ethical standards;

— KER-2 Chooses tools, modern technical means and information technologies for processing information in accordance with the assigned scientific and practical task in the field of management;

— KER-3 Takes decisions using CRM analytics using special methods for analyzing network data and machine learning techniques;

— KER-4 Presents networked data in a format appropriate for quantitative analysis;

— KER-5 Builds predictive models of various business outcomes using supervised learning methods for decision-making

Description of the professional field:

— PC-1 Able to find and evaluate new market opportunities, form and evaluate business ideas;

— PC-2 Able to solve managerial problems using best practices of data analysis;

— PC-3 Able to take managerial decisions using information from large customer datasets.

Description of educational modules:

— The module "Major" provides an opportunity to master the professional competencies necessary to achieve personal student learning outcomes. Students can gain knowledge and competencies in Project Management Fundamentals, Data Visualization, Advanced Marketing Models etc.

— Module "Key seminars" includes Research seminar "Data-driven Business Research in Marketing", Mentor's Seminar "Customer Analytics", Research seminar "Introduction to Business Research". This module aims at providing students with knowledge, practical skills and experience to conduct both applied and fundamental research with a substantial emphasis on quantitative studies in business. The module aims to enable students to carry out their individual projects as well as contribute to collective research. The Research seminar covers the most relevant issues of a research process that might be valuable for students. The key idea of the course is to provide insights into philosophy and basics of pure academic as well as applied studies in management and economics. The module is designed to provide students with knowledge, skills, positive values and competencies to solve nontrivial problems and creative tasks in the frame of business studies.

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Research Distinction

Type: Research

Track Supervisor: Shirokova, Galina

Language of instruction: English

Use of online learning: With online tools

Qualification upon graduation: Магистр

Key learning outcomes:

— KER-1 Masters the methods of searching and summarizing scientific literature, working with specialized statistical resources;

— KER-2 Conceptualizes and implements a theory for generation of a new knowledge in the field of research interest;

— KER-3 Improves the skills of public presenting research findings and conducting research discussions

Description of the professional field:

— PC-1 Able to apply appropriate research methods and techniques for the research projects;

— PC-2 Able to evaluate and validate novel and complex information from different sources;

— PC-3 Able to communicate research ideas and research findings clearly and effectively to specialist and non-specialist audiences.

Description of educational modules:

— The module "Major" provides an opportunity to master the professional competencies necessary to achieve personal student learning outcomes. Students can gain knowledge and competencies in Project Management Fundamentals, Performance Evaluation: Data and Tools, Staffing Analytics Overview etc.

— Module "Key seminars" includes Research seminar "Data-driven Business Research in HR, Research seminar "Introduction to Business Research", Mentor's Seminar "Research Distinction". This module aims at providing students with knowledge, practical skills and experience to conduct both applied and fundamental research with a substantial emphasis on quantitative studies in business. The module aims to enable students to carry out their individual projects as well as contribute to collective research. The Research seminar covers the most relevant issues of a research process that might be valuable for students. The key idea of the course is to provide insights into philosophy and basics of pure academic as well as applied studies in management and economics. The module is designed to provide students with knowledge, skills, positive values and competencies to solve nontrivial problems and creative tasks in the frame of business studies.

— The module "Internship" consists of 3 types of internship: Project Internship, Professional Internship, Research Internship.

— Module "Magolego" takes place in the first year of study and involves the study of disciplines from the general university pool. Students can choose elective courses from the university-wide pool during their study period.

People Analytics

Type: Applied

Track Supervisor: Volkova, Natalia

Language of instruction: English

Use of online learning: With online tools

Qualification upon graduation: Магистр

Customer Analytics

Type: Applied

Track Supervisor: Pleshkova, Anastasiia

Language of instruction: English

Use of online learning: With online tools

Qualification upon graduation: Магистр

Research Distinction

Type: Research

Track Supervisor: Shirokova, Galina

Language of instruction: English

Use of online learning: With online tools

Qualification upon graduation: Магистр

Applied Statistics with Network Analysis

Type: Research

Track Supervisor: Barajas, Angel

Language of instruction: English

Use of online learning: With online tools

Qualification upon graduation: Магистр

Competitive Advantages

Master in Management and Analytics programme has the following advantages:

— Avant-garde programme in Business management taught in English

— Emphasis on Business Strategies for Emerging Markets

— General Analytics for Business and Data Culture for Management

— Analytics applied to two main business domains in close cooperation with companies

— Emerging markets and their specific traits when it comes to strategic management and data-driven decisions

— Opportunity to choose a research-oriented track followed up by PhD study under supervision of HSE international research centers

ℹ️ Information about choosing tracks / Selection (Assignment) of Tracks/Specializations

Procedures for Assignment of Students to Tracks, intake 2022

Options for Students with Disabilities

This degree programme of HSE University is adapted for students with special educational needs (SEN) and disabilities. Special assistive technology and teaching aids are used for collective and individual learning of students with SEN and disabilities. The specific adaptive features of the programme are listed in each subject's full syllabus and are available to students through the online Learning Management System.

Programme Documentation

All documents of the degree programme are stored electronically on this website. Curricula, calendar plans, and syllabi are developed and approved electronically in corporate information systems. Their current versions are automatically published on the website of the degree programme. Up-to-date teaching and learning guides, assessment tools, and other relevant documents are stored on the website of the degree programme in accordance with the local regulatory acts of HSE University.

I hereby confirm that the degree programme documents posted on this website are fully up-to-date.

Vice Rector Sergey Yu. Roshchin

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