

**Application Portfolio for  
MASTER'S DEGREE PROGRAM  
"Business analytics and big data systems"**

**1. Application Portfolio structure**

1.1. The application portfolio is reviewed and evaluated by the examination committee of the **Business analytics and big data systems** program (hereinafter - the Program). The examination committee evaluates the content of the portfolio that includes the following components:

1.1.1. **Copy of diploma and official transcript, or an official document, issued by the higher education institution, confirming program completion or indicating the number of degree credits earned to date.**

*The amount of degree credits earned towards graduation must be equivalent to a bachelor's degree (180-240 ECTS credits) or a master's degree (120 ECTS credits). **This component of the portfolio is mandatory.***

1.1.2. **Documents confirming the individual achievements of the applicant**

1.1.2.1. **Documents on additional education**

- *International language certificate confirming the level of English proficiency;*
- *Diplomas and/or certificates confirming the completion of additional training outside of the higher education program, in the areas, corresponding to the profile of the program (business informatics, information business analytics, information technology management, data analytics, data management, etc.), including online courses, MOOC, documents confirming participation in mobility programs, double diplomas, scientific internships, etc.;*

1.1.2.2. **Diplomas and/or certificates of individual achievements**

*Diplomas of winners and laureates of professional competitions and academic contests, hackathons, diplomas and certificates of victories in Olympiads of different levels, research competitions and projects, case championships and other intellectual competitions in areas corresponding to the profile of the Program (business informatics, information business analytics, information technology management, data analytics, data management, management, economics, finance, etc.), and other documented achievements of the Applicant in the professional field of the Program;*

1.1.2.3. **Professional certificates**

*Certificates of applicant's professional qualification in areas corresponding to the profile of the Program (confirmed by professional associations, specialized organizations, etc.);*

1.1.2.4. **Applicant's publications**

*Copies of full texts of published works (articles in professional, academic, and periodical journals, articles/abstracts in collections of works, conferences, collections of works, etc.) with indication of the author's full name and the title of the publication, accompanied by photocopies of the cover of the publication and the page with the content and indication of the publisher, year of publication, issue number, and other output data of the publication;*

1.1.2.5. **Certificates/confirmation of individual scholarships**

*Certificates and/or confirmation of scholarships, awarded in the previous*

*program by government bodies, private funds, companies, etc. Please indicate title and date;*

**1.1.2.6. GMAT/ GRE certificate**

*The applicant can provide both the certificate itself and/or a screenshot of the results from the personal account.*

**1.1.3. Documents confirming the applicant's practical experience in the program field.**

*Documents, confirming the project and/or practical work experience in a professional area corresponding to the specifics of the Program, with an indication of the job position (a copy of the workbook or employment contract signed by the manager); in addition, it is recommended to submit a brief note indicating the place of work and the description of the duties performed; documents, confirming the participation in project work in a professional area corresponding to the specifics of the Program. In addition, letters of recommendation may be provided; letters of recommendation must be signed, indicating the name, position, academic degree, place of work, telephone and e-mail of the person providing the recommendation.*

**1.1.4. Letter of motivation (in English).**

*Letter of motivation should speak of the reasons why the applicant wants to apply for the Program, show the professional interests of the applicant, related to the Program, as well as professional plans for the future. The letter of motivation should also demonstrate that the candidate has the necessary knowledge, skills and abilities to successfully master the program. The letter of motivation should not exceed two pages of A4 format; fields: top, bottom, right - 1.5 cm, left - 2.5 cm.; font - Times New Roman, 12 pt.; line spacing - single; width alignment; first line indent by 1.5 cm; no intervals between paragraphs. **This component of the portfolio is mandatory.***

**1.1.5. Essay on "Opportunities, technologies and practice of applying big data analytics in business".**

*(volume - no more than four pages of A4 format; fields: top, bottom, right - 1.5 cm, left - 2.5 cm.; font - Times New Roman, 12 pt.; line spacing - single; width alignment; first line indent by 1.5 cm; no intervals between paragraphs). **This component of the portfolio is mandatory.***

**1.1.6. Oral interview (in English).**

*Applicants are interviewed online via Zoom or other online communication tool, listed on the admissions website. During the interview, the applicants might be asked about the components of the submitted portfolio, including the essay, motivation letter, questions on the subject area of the Program, including methods and tools for modeling business processes, methods of collection, storage, transmission and presentation of information, database theory, life cycle and architecture of information systems, IT architecture, IT infrastructure etc. The interview allows to determine whether the applicant has developed professional and communicative skills that will allow him to successfully master the Program.*

## 2. Portfolio evaluation criteria

2.1. When examining components of the portfolio, the examination committee shall take into account the following aspects:

Portfolio Components	Evaluation Criteria
<p>1) <b>Copy of diploma and official transcript, or an official document, issued by the higher education institution, confirming program completion or indicating the number of degree credits earned to date</b></p>	<p>The grades of the applicant for the period of study, the average diploma score, diploma with honors, the profile of education, the disciplines, corresponding to the specifics of the educational program.</p>
<p>2) <b>Documents confirming the individual achievements of the applicant</b></p> <p>Documents on additional education</p> <p>Diplomas, certificates of individual achievements</p> <p>Professional Certificates</p> <p>Applicant's publications</p> <p>Individual scholarships</p>	<p>The applicant's interest in expanding his or her knowledge and obtaining additional education, especially in the areas, relevant to the specifics of the Program; the level and scope (in academic hours) of completed additional education programs; internships, the level and status of the organization where the internship was completed (mobility program, etc.), the compliance of the diploma, certificate or other document to the specifics of the Program.</p> <p>The level and status of the event or organization where a diploma, certificate or other document on the individual achievements of the applicant is obtained, the fit of the diploma, certificate or other document to the specifics of the Program, the level of the diploma, certificate or other document (for example, 1st place in the competition).</p> <p>The level and recognition of the certificate or organization that issued the professional certificate, as well as fit of the professional certificate with the specifics of the Program are taken into account.</p> <p>The level of the publication (professional, academic, periodic) of the applicant (printed or accepted for publication). The levels of publications vary and may affect the maximum score. The relevance of the research topic; novelty in problem statement, methodology and depth of analysis, quality of conclusions and recommendations made; ability to use literary and other information sources, style of publication are taken into account.</p> <p>The scholarships or grants for academic, research or project work, as</p>

Portfolio Components	Evaluation Criteria
GMAT / GRE Certificate	well as the educational or academic results, achieved by the recipient of the scholarship or grant, and their fit to the program are taken into account. GMAT score of at least 500 points, GRE score of at least 165 points.
<b>3) Documents confirming the applicant's practical experience in the program field</b>	The volume, quality and complexity of the work experience or project experience, fit of experience to the Program specifics (business analysis, work with information systems, IT), roles in projects, and the degree of project success are taken into account.
<b>4) Letter of motivation (in English)</b>	The content of the letter is assessed (including the reasons why the applicant wants to study in the Program, academic and professional interests, related to the program, as well as professional plans for the future), its structure, style of presentation, as well as the level of proficiency in the English language.
<b>5) Essay on topic "Opportunities, technologies and practice of applying big data analytics in business"</b>	The following is assessed: comprehensive approach to the topic; quality of arguments, including the supporting proofs and examples from business practice; level of understanding of the subject area of the program, ability to logically present thoughts, develop story line and make reasonable conclusions; originality of thinking; accuracy of citation (absence of plagiarism), well-developed structure and composition of the text, including introduction, main part and conclusion .
<b>6) Oral interview (in English)</b>	The ability to conduct a dialogue is taken into account, as well as the ability to fully and thoroughly answer the questions posed. The ability of the applicant to participate in a dialogue and express his or her thoughts in the format of a monologue on professional topics, related to the Program's profile. The knowledge, skills and abilities of the applicant that will allow him or her to successfully master the Program is assessed according to the following standards: the statement is characterized by semantic integrity, correct use of professional terminology and possession of the basic concepts of the Program profile, verbal consistency and sequence of presentation, logical errors are absent, the sequence of presentation is absent.

2.2.Portfolio evaluation criteria (out of 100 points). The maximum number of points for each of the components of the portfolio is given in the table.

Portfolio Components	Maximum number of points
1) Copy of diploma and official transcript, or <b>an official document, issued by the higher education institution, confirming program completion or indicating the number of degree credits earned to date</b>	15
2) Documents confirming the individual achievements of the applicant	15
3) Documents confirming work experience	15
4) Letter of motivation (in English)	10

5) Essay on topic "Opportunities, technologies and practice of applying big data analytics in business" (in English)	20
6) Oral interview (in English)	25
<b>Total</b>	<b>100</b>