NATIONAL RESEARCH UNIVERSITY HIGHER SCHOOL OF ECONOMICS

Graduate School of Business

Application portfolio and assessment criteria
Master's Programme

"Business analytics and big data systems"

Moscow, 2023

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"Business analytics and big data systems"
Application portfolio and assessment criteria
(Enrollment 2024)

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. **GMAT / GRE certificate[1].**

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

1.1.2.2. **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.

1.1.2.3. **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.

1.1.2.4. **Professional certificates.**

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

1.1.2.5. **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

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[1] The certificate of advanced training under the program "Preparation for the exam for the international GMAT certificate" of the HSE is partially (not the full weight of the criterion) equated to the GMAT certificate

and indication of the publisher, year of publication, issue number, and other output data of the publication.

1.1.2.6. 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.

1.1.3. 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 email 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. 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 "Multimodal models of artificial intelligence as the basis of future services" (in English).

Writing an essay involves expressing one's own research position on a chosen topic based on knowledge of the subject, cause-and-effect relationships, logically constructed facts, examples, and cases. The essay should not exceed 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 Webinar 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
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** *(weight 10%)*	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 Program.
2) **Documents confirming the individual achievements of the applicant** *(weight 10%)*	
GMAT / GRE certificate	The GMAT score of at least 500 points / GRE score of at least 165 points is taken into account. The presence of a GMAT/GRE certificate gives 100% of the specific weight of the component. The certificate of advanced training under the program "Preparation for the exam for the international GMAT certificate" of the HSE (without passing further certification) gives 75% of the specific weight of the component.
Documents on additional education	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.
Diplomas and/or certificates of individual achievements	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).
Professional certificates	The level and recognition of the certificate or organization that issued the professional certificate, as well as fit of the professional certificate

Portfolio Components	Evaluation Criteria
Applicant's publications	with the specifics of the Program are taken into account. 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.
Certificates/confirmation of individual scholarships	The scholarships or grants for academic, research or project work, as 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.
3) Documents confirming the applicant's practical experience in the Program field *(weight 10%)*	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.
4) Letter of motivation (in English) *(weight 10%)*	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), its structure, style of presentation, as well as the level of proficiency in the English language.
5) Essay on "Multimodal models of artificial intelligence as the basis of future services" (in English) *(weight 20%)*	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.
6) Oral interview (in English) *(weight 40%)*	During the interview, the key assessed characteristics of the candidate are: professional skills, communication skills, analytical thinking and motivation of the candidate. The sequence, methodology and criteria for evaluating these characteristics are determined by the interviewer in an expert manner. It is allowed to test the candidate's knowledge by asking questions on the prerequisites of the Program that require analytical justification. The candidate's ability to conduct a dialogue with the interviewer on a given topic using professional terminology and basic concepts in the Program profile is also taken into account. Separately, the skills and

Portfolio Components	Evaluation Criteria
	abilities that will allow the candidate to successfully master the Program are checked, including solving the case, analyzing the process diagram, building a data model, and so on.

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 an official document, issued by the higher education institution, confirming program completion or indicating the number of degree credits earned to date	10
2) Documents confirming the individual achievements of the applicant	10
3) Documents confirming the applicant's practical experience in the Program field	10
4) Letter of motivation (in English)	10
5) Essay on "Multimodal models of artificial intelligence as the basis of future services" (in English)	20
6) Oral interview (in English)	40
Total	**100**