

Approved by the Academic Council
Committee of the Faculty Graduate
School of Business (Minutes of
14.12.2024 No.8)

**NATIONAL RESEARCH UNIVERSITY
HIGHER SCHOOL OF ECONOMICS**

Graduate School of Business

Composition and evaluation criteria of the portfolio
for admission to the
Master's programme in

International Management

field of study 38.04.02 Management

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Moscow, 2025 admission campaign

MASTER'S DEGREE PROGRAMME
"International Management"
Portfolio (intake-2025)

1. Portfolio Composition

1.1 Competitive expert evaluation of the portfolio is carried out by the examination board of the International Management programme (hereinafter referred to as the Programme). The examination board evaluates the content of the documents submitted in the portfolio, as well as additional information obtained during the interview with the applicant. The portfolio considered by the board upon admission to the International Management programme includes the following components:¹

1.1.1. Documents on higher education not lower than Bachelor's degree level (e.g., Bachelor's diploma, Specialist diploma with higher professional education, Specialist diploma or Master's diploma), as per established template and with supplements thereto. If there are several higher education diplomas, documents for each of them shall be provided. **This component of the portfolio is mandatory.**

1.1.2. Evidence for the applicant's individual achievements, which may include:

1.1.2.1. documents on further education (e.g., diplomas, certificates confirming the completion of individual courses, training, professional development outside degree studies in areas corresponding to the Programme's core subject (i.e., management, economics, finance, business informatics, etc.), e.g., professional retraining, training courses (e.g., online courses, MOOCs, training in scientific and educational schools, participation in subject-specific schools at HSE University in the Programme's area or that close to it, completion of trainings, etc.), documents confirming participation in mobility programmes, double diplomas, scientific internships, etc.;

1.1.2.2. diplomas of winners and laureates of professional and scientific competitions, diplomas and certificates for victories in Olympiads of different levels, case championships and other intellectual contests in the fields corresponding to the Programme's major (i.e., management, economics, finance, business informatics, mathematics, computer science, etc.), other evidence for achievements in the professional field of the Programme;

1.1.2.3. certificates confirming the applicant's professional qualifications in the specialties which are close to the Programme's major (as confirmed by professional associations, specialised organisations, etc.);

1.1.2.4. photocopies of full texts of published works (e.g., articles in professional, scientific, periodical journals, articles/theses in conference proceedings, 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 Only documents obtained for a period of time not earlier than the period of study at academic institutions, excluding the school period.

- 1.1.2.5. documents confirming that the applicant was eligible for personal scholarships (from ministries, departments, foundations, private companies) in the course of previous studies, as confirmed by a certificate from the dean's office of respective academic institution, a certificate from the head of the organisation, the original or a certified copy of a directive or other document on the appointment of the scholarship. It is recommended to supplement it with a brief note on the purpose and use of the scholarship(s) or grant(s);
- 1.1.2.6. GMAT/ GRE certificate; the applicant can provide both the certificate itself and a screenshot with the results drawn from his/her personal account at mba.com;
- 1.1.3. Documents confirming international experience (e.g., short- or long-term study at a foreign university, participation in an international student project, international case competition, international summer/winter school, internship in an international company, participation in an international conference with a report, etc.);
- 1.1.4. Letter of motivation - a structured text, which shall include the reasons the candidate wishes to study under the Programme, their scientific and professional interests related to the courses pursued under the Programme, as well as the professional plans for the future, and shall testify that he/she has the necessary knowledge, skills and abilities that will allow him/her to successfully master the Programme (volume - not more than two pages of printed text of A4 format; margins: top, bottom, right - 1.5 cm, left - 2.5 cm; font - Times New Roman, 12 pt.; line spacing - single line; width alignment; first line indented by 1.5 cm; no spacing between paragraphs). **This component of the portfolio is mandatory.**
- 1.1.5. Essay on the topic: "AI for International Business: its Use and Challenges". In the essay, you should present a today's situation with the provision of specific examples, which should be considered systematically, identifying at least four to five positive new opportunities and four to five negative aspects and problems faced by companies. You should provide your own assessment and arguments, supporting them with references to well-established and "as recent as possible" information materials (please note that the correctness of citations and references shall be checked). Your author's diagnosis of the situation, identification of opportunities and problems, as well as the validity of your solutions and proposals, are especially appreciated in the essay. Specific examples with real Russian and foreign companies are important. The focus shall be on preparing a structured and pertinent presentation - this shall be graded individually and shall become an important component in the overall assessment of the essay (volume - no more than four pages of printed text A4 format; margins: top, bottom, right - 1.5 cm, left - 2.5 cm; font - Times New Roman, 12 pt.; line spacing - single line; alignment across the width; first line indent by 1.5 cm; no paragraph spacing). **This component of the portfolio is mandatory.**
- 1.1.6. The portfolio's components assessed by the examination board include an oral interview, the results for which will impact the final decision on the total number of points earned for the admission test in the Portfolio competition. The format of the interview is a face-to-face meeting or online interview via Skype (e.g., Zoom or other means of online communication specified on the website of the Admissions Office). As part of the interview, the board may pose questions to the applicant on the content of other components of the portfolio, e.g., essays, motivation letters, etc. The interview makes it possible to determine whether the applicant has developed professional and communicative skills that will allow him/her to successfully engage in the studies under the Programme. Interviews are held during the period of submission of documents and entrance tests, which is established by the Admission Regulations for Applicants to Master's programmes at HSE University in 2025.
- 1.1.7. English language testing (blocking element). The conditions for receiving points for this criterion are to score 61 primary points or more in the testing. If the applicant scores 61 or more primary points based on the testing results, then 1 point is added to the portfolio. If the applicant scores 60 or fewer primary points based on the testing results, he or she receives 0 points for this portfolio component and is not allowed to participate further in the competition. **This component of the portfolio is mandatory.**

Instead of taking a English language testing, it is allowed to transfer the result for an

international examination confirming the level of foreign language proficiency towards the result for the English examination. The applicant must provide the Admissions Office with the relevant international certificate or diploma. The list of international examinations confirming the level of foreign language proficiency and corresponding certificates and diplomas is presented below:

Certificate name	Certificate credit conditions
IELTS	from 5.0 points
TOEFL IBT (InternetBased)	from 60 points
TOEFL PBT (PaperBased)	from 500 points
TOEFL iBT Home Edition	66 points
CAE (Certificate of Advanced English)	The presence of Certificate
CPE (Certificate of Proficiency in English)	The presence of Certificate
BEC Vantage/Higher (Business English Certificate)	The presence of Certificate

2. Portfolio Evaluation Criteria

2.1. When reviewing a set of competition documents, the examination board shall take into account the following aspects:

Portfolio Components	Evaluation Criteria
1) Documents on higher education as per established template <i>(specific weight 9%)</i>	The applicant's grades for a given period of study, average diploma grade, diploma with honours, specialisation, as well as the workload of completed disciplines pertaining to the Programme's major shall be taken into account.

<p>2) Evidence of the applicant's individual achievements (<i>specific weight 10%</i>)</p> <p>Documents on additional education</p> <p>Diplomas of winners and laureates of competitions, certificates of individual achievements</p>	<p>The candidate's interest in expanding his/her knowledge and obtaining additional education, especially in the areas corresponding to the Programme specifics; the level and volume diploma, certificate or other document with the Programme specifics are taken into account.</p> <p>The level and status of the event or organisation where the diploma, certificate or other document on individual achievements of the participants was received, the relevance of the diploma, certificate or other document to the specifics of the Programme, the level of the diploma, certificate or other document in relation to other documents that may have been received (e.g., first place in a competition) are taken into account.</p>
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<p>Professional certificates, case championships</p> <p>Publications</p> <p>Named scholarships</p> <p>GMAT / GRE certificate</p>	<p>The level and recognition of the certificate or of the organisation that issued the professional certificate, as well as the compliance of the certificate with the Programme's focus are taken into account. Winning or passing the second round of major case championships (e.g., Changellenge Moscow) is taken into account.</p> <p>The level of the publication (e.g., professional, scientific, periodical) in which the applicant's work is published (or is planned to be published) is taken into account. The levels of publications vary and affect the maximum score. The relevance of the research topic is taken into account; the novelty of the problem statement; the availability of methodology and depth of the analysis; the quality of conclusions and recommendations made; the ability to use literary and other information sources; the style of publication.</p> <p>The targeted designation of scholarships or grants for academic, scientific, research or project work, educational or scientific results achieved by the recipient of the given scholarship or grant, their connection with the Programme's focus shall be considered.</p> <p>GMAT score of at least 500 points/ GRE score of at least 165 points is taken into account.</p>
<p>3) Documents confirming international experience <i>(specific weight - 10%)</i></p>	<p>The volume and quality of international experience is taken into account, e.g., the duration of internships/training (at least six months of permanent stay abroad), the variety of types of international experience gained, and the results of participation in international projects.</p>
<p>4) Motivational letter in English <i>(specific weight - 10%)</i></p>	<p>The content of the letter is assessed (e.g., the reasons the applicant wishes to study under the Programme, academic and professional interests related to the Programme disciplines, and future professional plans), its structure,</p>

	style of presentation, and level of professional language skills.
<p>5) An essay on topic:</p> <p>"AI for International Business: its Use and Challenges" (<i>specific weight - 20%</i>)</p>	<p>The assessment is based on the completeness of disclosure of the given problems in the topic; quality and persuasiveness of arguments, including the presence of confirmation of the expressed judgments with examples from business practice; level of understanding of the subject area of the Programme, absence of grammatical errors in the text of the letter, ability to logically state one's thoughts and make reasonable conclusions; originality of thinking; purity of citation (absence of plagiarism), structure and composition of the text, including the presence of an introduction, main part and conclusion;</p> <p>use of words and phrases included in the</p>
<p>6) Verbal interview (<i>share of 40%</i>)</p>	<p>The ability to maintain a dialogue, answer questions fully and thoroughly, take into account the conditions of the speech situation is taken into account. The applicant's ability to participate in a dialogue and present his/her thoughts in the monologue format on professional topics related to the Programme's major, the necessary knowledge, skills and abilities that will allow him/her to successfully master the Programme is assessed according to the following requirements: the statement is characterized by semantic integrity, correct use of professional terminology and mastery of basic concepts in the Programme's major, speech coherence and consistency of presentation, there are no logical errors, the sequence of statements is correct.</p>
<p>7) English language testing (<i>specific weight 1%</i>)</p>	<p>The English language qualifying examination assesses the level of applicants' foreign language communicative competence in order to determine whether their language training meets the requirements of the Master's programme.</p>

2.2 The portfolio shall be graded on a 100-point system. The maximum number of points for each of the portfolio elements is provided in the table below.

Portfolio Components	Maximum
	number of points
1) Documents on higher education as per established template	9
2) Evidence of the applicant's individual achievements	10
3) Documents confirming international experience	10
4) Letter of motivation	10
5) Essay on topic "AI for International Business: its Use and Challenges"	20
6) Verbal interview	40
7) English language testing	1
TOTAL	100