

The time for entrance exams came. Yesterday's applicants made a choice for a particular university and degree. Many have become HSE's freshmen. Hard on the heels of "Monitoring of Student Life" we decided to dedicate this issue to how bachelor and master degree applicants choose a future university and a major.

The issue illustrates a challenging task of selecting a university. Higher education institutions, other than HSE Moscow and its other campuses, where prospective students applied for bachelor and master degrees are represented here\*. The spread features alternative majors and programs which prospective students were considering upon application.

Another important topic of the issue is the announcement of four surveys that start in November. The surveys question students, faculty, administrative staff, and alumni about their life at HSE.

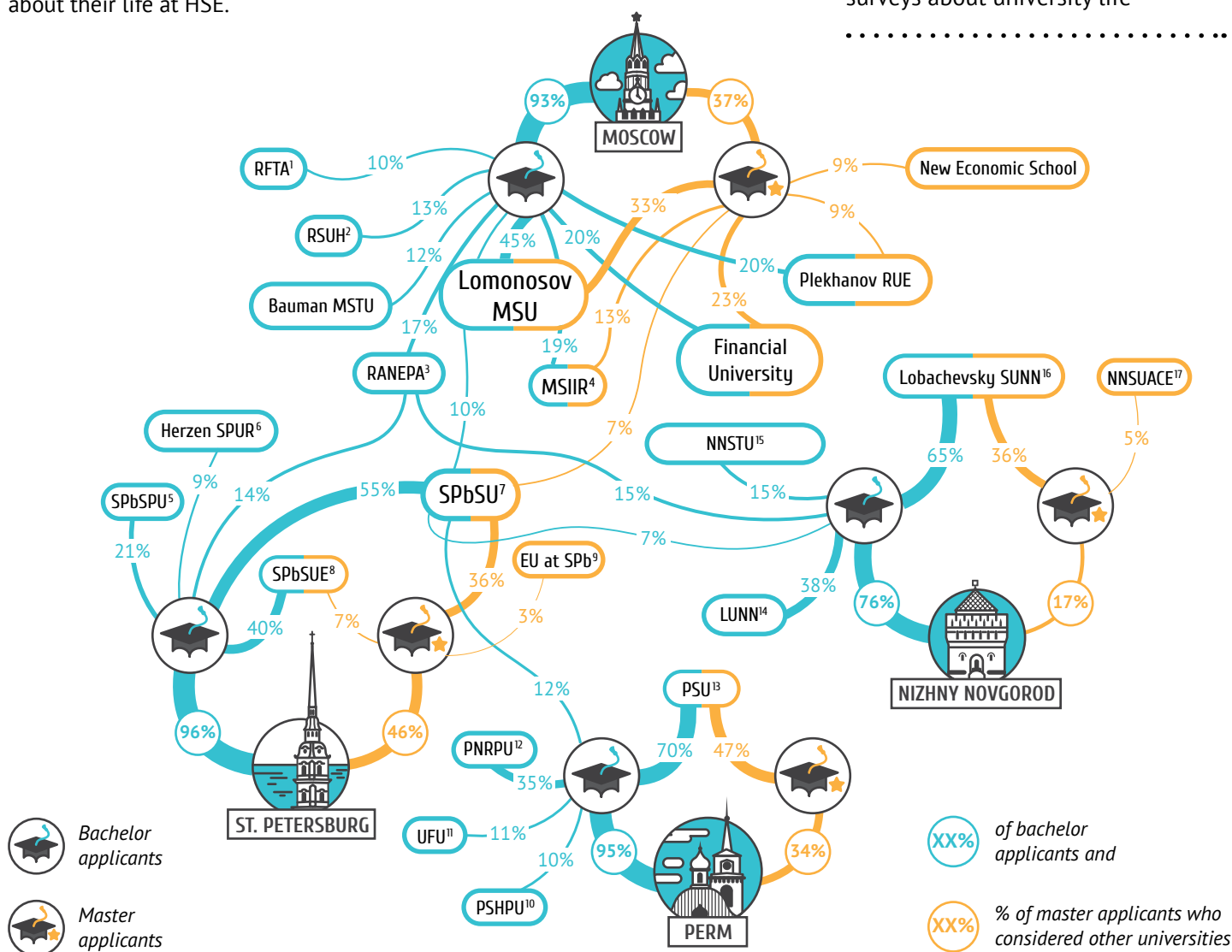
**Content:**

Selecting a university:  
NRU HSE competitors

Third is not a crowd: majors and departments bachelor applicants of HSE consider

Serious choice: alternative programs for master degree applicants

Monitoring marathon: four major surveys about university life



\*Universities that most often were considered by applicants are represented.

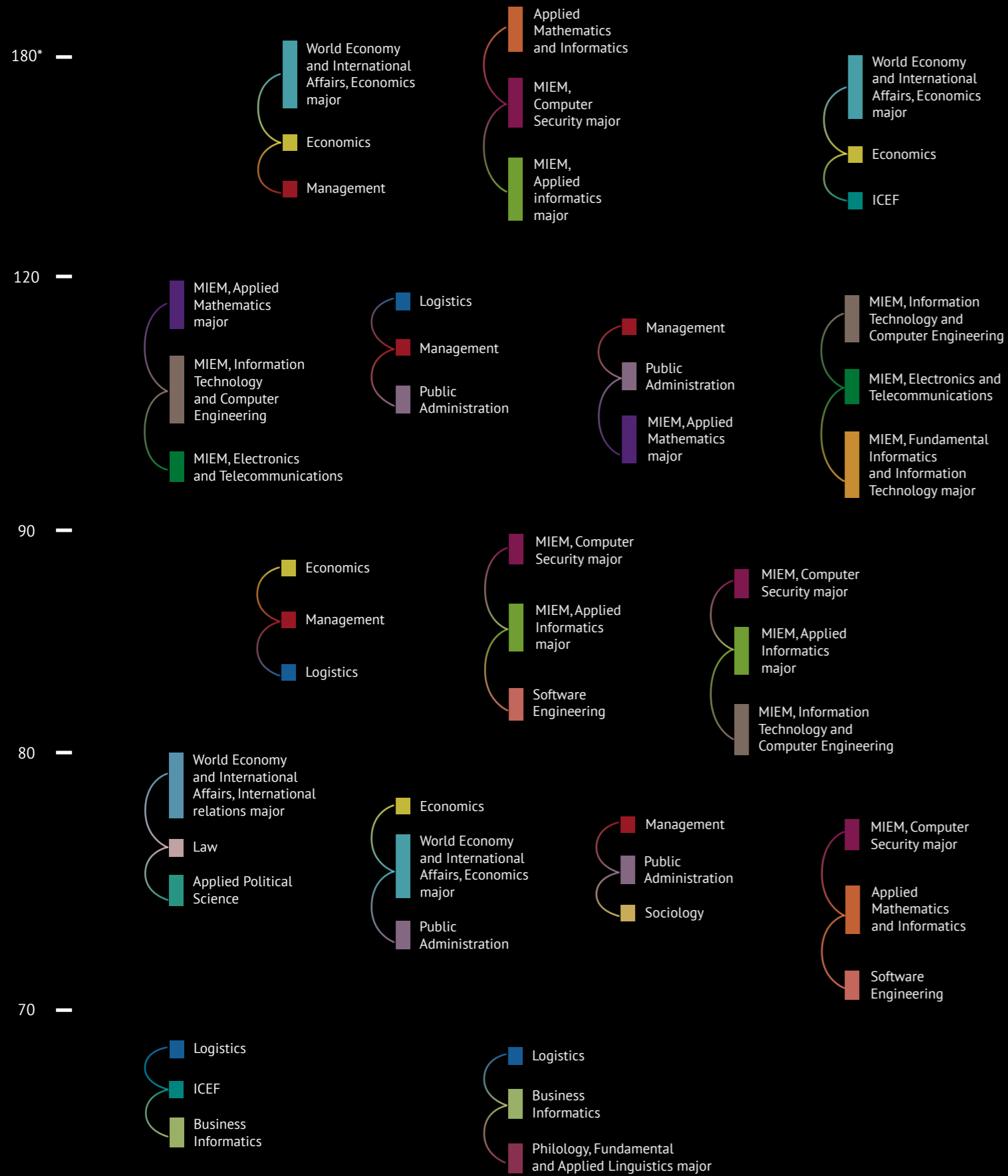
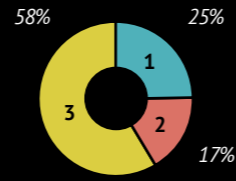
1 Russian Foreign Trade Academy; 2 Russian State University for the Humanities; 3 Russian Presidential Academy of National Economy and Public Administration; 4 Moscow State Institute of International Relations; 5 St. Petersburg State Polytechnic University; 6 Herzen State Pedagogical University of Russia; 7 St. Petersburg State University; 8 St. Petersburg State University of Economics; 9 European University at St. Petersburg; 10 Perm State Humanitarian-Pedagogical University; 11 Ural Federal University; 12 Perm National Research Polytechnic University; 13 Perm State University; 14 Linguistics University of Nizhny Novgorod; 15 Nizhny Novgorod State Technical University n.a. R.E. Alekseev; 16 N.I. Lobachevsky State University of Nizhny Novgorod; 17 Nizhny Novgorod State University of Architecture and Civil Engineering.

Source: Monitoring of Bachelor Applicants 2013. Number of participants: Moscow – 8458, St. Petersburg – 1266, Nizhny Novgorod – 1180, Perm – 718. Monitoring of Master Applicants 2013. Number of participants: Moscow – 2468, St. Petersburg – 274, Nizhny Novgorod – 254, Perm – 143.

## Third Is Not a Crowd

Each bachelor applicant can apply to three majors at the same time. Below are groupings of majors that are most often chosen by applicants of HSE.

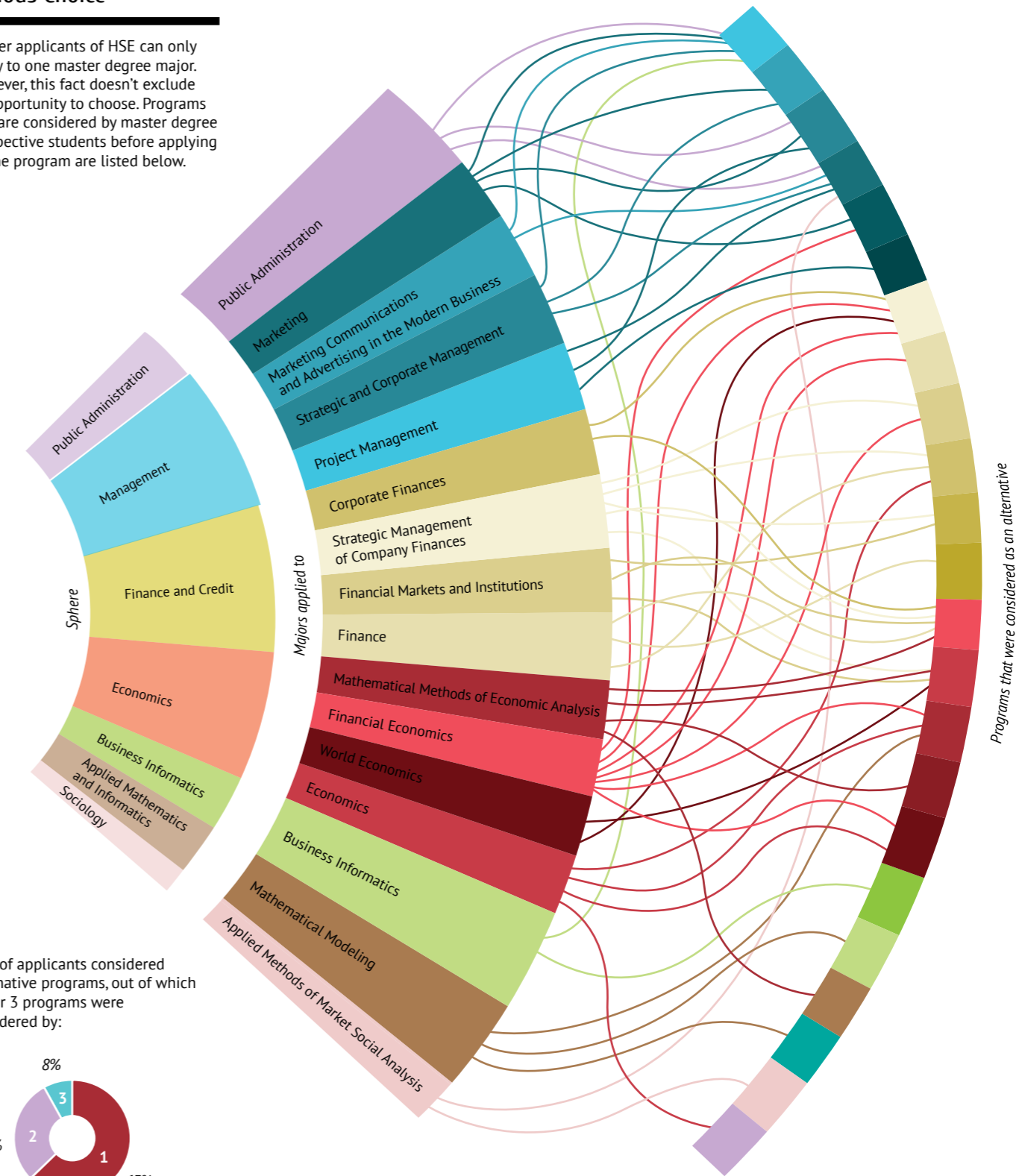
Number of majors to which bachelor prospective students applied



\*Marks show approximate number of applicants who applied to three majors at the same time. Source: University Statistics, NRU HSE bachelor applicants, Moscow, N=10560.

## Serious Choice

Master applicants of HSE can only apply to one master degree major. However, this fact doesn't exclude an opportunity to choose. Programs that are considered by master degree prospective students before applying to one program are listed below.



## Program name

- Human Resources Management
- Project Management
- Marketing Communications and Advertising in the Modern Business
- Strategic and Corporate Management
- Marketing
- International Business
- Financial Analysis
- Strategic Management of Corporate Finances
- Finance
- Financial Markets and Institutions
- Corporate Finance
- Stock Market and Investments
- Financial Economics
- Economics
- Mathematical Methods of Economic Analysis
- Statistical Analysis of Economic and Social Processes
- World Economics
- E-commerce
- Business Informatics
- Mathematical Modeling
- Mathematics
- Complex Social Analysis
- State and Local Administration

Source: Monitoring of master applicants 2013, Moscow, N=2468.

# Monitoring Marathon

Four major surveys about university life

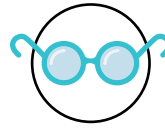
START



Alumni



Students



Faculty



Administrative staff

WHEN



November 6



November 11



November 13



November 18

WHY

HSE is growing daily. How can we hear the opinion of everyone and find out what is important to people who are a part of it? This is why monitoring was designed – annual surveys have been carried out for the last 10 years. University's management (rector, vice-rectors, and other senior management) participate in creating surveys and pay close attention to monitoring results – opinions of students, alumni, faculty, and administrative personnel.

HOW

- 🔍 Starting on these dates closely check your e-mail boxes.
- ✉ Find a letter with the topic "Monitoring of student life"/ "Monitoring of faculty life"/ "Monitoring of NRU HSE alumni"/ "Monitoring of administrative staff".
- ➔ Follow the link in the e-mail to complete an e-survey.
- 🕒 Spend 15 minutes to fill out a survey and make HSE a bit better.

Participation in monitoring is an opportunity to:

- Express your opinion about university life and be heard
- Find out what other university members think
- Change university for the better

Each opinion is an investment in the development of HSE. It's a win-win!

Figure of the Month



7%

of NRU HSE bachelor applicants 2013 applied to NRU HSE only.



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