



National Research University Higher School of Economics (HSE)

Basic Curriculum

Field of study 38.03.02 Management
 Educational Programme "Marketing and Market Analytics"
 Implementing unit: Graduate School of Business, HSE - Moscow

APPROVED
 19.05.2021
 Vice Rector
 ROSHCHIN S.Y.
 Signed with EDS

Years of Study: 2020/2021 - 2023/2024

Length of Programme: 4 years

Mode of Study: Full Time

Degree: Bachelor's degree

Block Code	Course	Subject type	Credits	Credits by Years				Planned Educational Programme Development Results
				1	2	3	4	
	Degree Programme		240,00	60,00	60,00	60,00	60,00	
	Major		169,00	42,00	41,00	43,00	43,00	
	Core Professional Block (Major)		84,00	36,00	29,00	16,00	3,00	
	Subject Areas		84,00	36,00	29,00	16,00	3,00	
	Economics		11,00	11,00				
1	Microeconomics	C	6,00	6,00				PC-18, PC-26, PC-27, PC-28, PC-29, PC-30, PC-31, PC-8, UC-3, UC-4
2	Macroeconomics	C	5,00	5,00				PC-18, PC-26, PC-27, PC-28, PC-29, PC-30, PC-31, PC-8, UC-3, UC-4
	Mathematics and Statistics		13,00	13,00				
1	Mathematics	C	6,00	6,00				PC-10, PC-11, PC-22, UC-1, UC-3, UC-7
2	Probability Theory and Mathematical Statistics	C	4,00	4,00				PC-31
3	Economic Statistics	C	3,00	3,00				PC-31, PC-32
	General and Strategic Management		8,00	4,00		4,00		
1	Management Theory and History	C	4,00	4,00				PC-1, PC-13, PC-25, PC-26, PC-8, PC-9, UC-4, UC-5, UC-6
2	Strategic Management	C	4,00			4,00		PC-10, PC-13, PC-6, UC-2, UC-9
	Finance and Accounting		10,00		10,00			
1	Financial and Managerial Accounting	C	6,00		6,00			UC-5
2	Financial Management	C	4,00		4,00			GPC-5, PC-14, PC-33, UC-1
	Marketing		5,00	5,00				
1	Marketing	C	5,00	5,00				PC-1, PC-11, PC-12, PC-2, PC-20, PC-27, PC-28, PC-31, PC-4, UC-1, UC-3, UC-4, UC-5, UC-6, UC-7

	Organizational Behaviour and Human Resource Management		8,00		8,00			
1	Human Resource Management	C	4,00		4,00			PC-4, PC-5, PC-7, UC-1
2	Organizational Behavior	C	4,00		4,00			PC-7, UC-1
	Process and Project Management, Logistics and Supply Chain Management		13,00		4,00	9,00		
1	Logistics and Supply Chain Management	C	4,00		4,00			GPC-6, PC-13, PC-26, UC-1
2	Project Management	C	4,00			4,00		PC-10, PC-11, PC-12, PC-4, PC-9, UC-2, UC-4, UC-6
3	Operations and Process Management	C	5,00			5,00		GPC-1, PC-10, PC-24, PC-5, UC-2, UC-6, UC-9
	Decision-making and Business Ethics		7,00	3,00	4,00			
1	Business Ethics and CSR	C	3,00	3,00				UC-2, UC-3
2	Management Decisions	C	4,00		4,00			PC-1, PC-10, PC-13, PC-17, PC-25, PC-26, PC-5, PC-8, UC-3, UC-7
	Entrepreneurship		3,00		3,00			
1	Entrepreneurship (offered in a foreign language)	C	3,00		3,00			PC-11, PC-13, PC-14, PC-15, PC-17, PC-19, PC-2, PC-20, PC-27, PC-28, PC-29, PC-31, PC-32, PC-4, PC-5, PC-6, PC-9, UC-3, UC-5, UC-7
	Social Skills of a Manager/Leadership and Team-building		6,00			3,00	3,00	
1	Leadership	C	3,00				3,00	PC-1, PC-6, UC-1
2	Business Communications (offered in a foreign language)	C	3,00			3,00		PC-11, PC-12, PC-8, PC-9, UC-4, UC-5
	Elective Professional Block (Major)		85,00	6,00	12,00	27,00	40,00	
	Дополнение профессионального модуля		85,00	6,00	12,00	27,00	40,00	
	Core Courses		70,00	6,00	12,00	21,00	31,00	
1	Research Seminar on Thesis Preparation	C	4,00				4,00	GPC-1, GPC-2, PC-2, PC-26, UC-2
2	Business Intelligence Technologies	C	5,00				5,00	GPC-3, GPC-7, PC-1, PC-19, PC-8, UC-1
3	Business Organisation in a Global Context (offered in a foreign language)	C	3,00			3,00		GPC-1, GPC-2, GPC-5, GPC-6, PC-5, PC-7, PC-9, UC-4
4	Marketing Metrics (offered in a foreign language)	C	3,00				3,00	PC-11, PC-27, PC-31
5	Project Seminar "SWOT Analysis"	C	2,00	2,00				PC-18, PC-20, PC-25, UC-1, UC-2
6	Project Seminar "Team Management"	C	2,00		2,00			PC-6, PC-8, UC-1, UC-2
7	Career Guidance Seminar "Managerial profession in the modern world"	C	4,00	4,00				PC-20, UC-1, UC-4
8	Digital Marketing	C	5,00		5,00			PC-1, PC-11, PC-2, PC-31, PC-32, UC-1, UC-3, UC-4, UC-5, UC-7
9	Marketing Research	C	5,00			5,00		PC-11, PC-20, PC-21, PC-27, PC-29, PC-31, PC-32, PC-35, UC-3, UC-5, UC-6, UC-7
10	Marketing Communications	C	4,00			4,00		PC-29, PC-30, PC-31, PC-8, UC-5, UC-7, UC-8

11	Customer Analytics (offered in a foreign language)	C	5,00			5,00	PC-10, PC-11, PC-19, PC-20, PC-21, PC-22, PC-27, PC-3, PC-31, PC-32, PC-34, PC-35, UC-1, UC-2, UC-3, UC-5, UC-6
12	International Marketing (offered in a foreign language)	C	4,00			4,00	PC-1, PC-11, PC-13, PC-2, PC-27, UC-1, UC-5, UC-6, UC-7
13	Consumer Behaviour	C	4,00		4,00		PC-15, PC-19, PC-31, PC-32, PC-34, PC-35, UC-10, UC-11, UC-3, UC-5, UC-6, UC-7
14	Marketing Strategy (offered in a foreign language)	C	3,00			3,00	PC-11, PC-2, PC-31, PC-32, PC-4, PC-6, PC-7, PC-8, UC-3, UC-7, UC-8
15	Branding	C	3,00		3,00		PC-11, PC-23, PC-25, UC-3, UC-4, UC-7
16	Project Seminar "Marketing Planning"	C	2,00	2,00			GPC-4, GPC-7, PC-11, PC-28, UC-1, UC-2
17	Introduction into Python	C	3,00	3,00			GPC-7, PC-35, UC-1
18	Tactical Tools of Marketing (offered in a foreign language)	C	3,00			3,00	PC-11, PC-12, PC-18, PC-2, PC-20, PC-21, PC-22, PC-25, PC-31, PC-32, PC-35, UC-3, UC-5, UC-6
19	Pricing	C	4,00			4,00	PC-11, PC-2, PC-31, PC-32, PC-4, PC-6, PC-7, PC-8, UC-3, UC-7, UC-8
20	Project Seminar "Management Consulting"	C	2,00		2,00		GPC-1, GPC-5, PC-1, PC-11, PC-14, PC-3, PC-4, PC-5, PC-7, UC-1, UC-2, UC-4
	Корзина 1: "Инструменты анализа данных"		6,00			6,00	
1	Databases	E	3,00		3,00		PC-22, PC-32, PC-35, UC-1
2	Statistical Analysis (SPSS)	E	3,00		3,00		PC-21, PC-26, PC-33, PC-34, PC-35, UC-1, UC-5, UC-6, UC-7, UC-8
3	Information Systems and Organisations	E	3,00		3,00		GPC-1, GPC-5, GPC-6, UC-1
4	Statistical Analysis and Data Visualization in R and Python (offered in a foreign language)	E	3,00		3,00		GPC-1, GPC-5, GPC-6, UC-1
	Pool 2: "Modern Approaches in Marketing"		3,00			3,00	
1	An Introduction to Consumer Neuroscience & Neuromarketing (offered in a foreign language)	E	3,00		3,00		GPC-1, PC-1, PC-5, UC-1, UC-3
2	B2B Marketing	E	3,00		3,00		GPC-7, PC-1, PC-3
3	Internet Entrepreneurship (offered in a foreign language)	E	3,00		3,00		GPC-7, PC-15, PC-9, UC-5
	Pool 2: "Modern Approaches in Marketing"		3,00			3,00	
1	Marketing in the Fashion Industry (offered in a foreign language)	E	3,00		3,00		GPC-1, GPC-3, PC-1, PC-2, UC-2, UC-6
2	Media Planning	E	3,00		3,00		PC-1, PC-35
3	Introduction to Territory Branding (offered in a foreign language)	E	3,00		3,00		GPC-7, PC-15, PC-9, UC-5
	Pool 4: "Professional Track of a Marketer"		3,00			3,00	
1	Service management	E	3,00		3,00		GPC-2, PC-1, UC-3, UC-6
2	Omnichannel Retail	E	3,00		3,00		GPC-2, GPC-4, PC-1, PC-2, UC-1, UC-3

3	E-Commerce Skills	E	3,00				3,00	PC-19, PC-29, PC-30
	Internship		30,00	5,00	5,00	7,00	13,00	
	Professional Internship		2,00			2,00		
1	Work Experience Internship	C	2,00			2,00		GPC-4, PC-20, PC-21, PC-25, UC-1, UC-4, UC-6
	Project Internship		17,00	5,00	5,00	5,00	2,00	
1	Инициативные проекты студентов	C	2,00				2,00	UC-1, UC-2, UC-6
2	Курсовой проект: маркетинговый план	C	5,00		5,00			GPC-2, GPC-3, GPC-4, PC-11, PC-2, PC-20, PC-25, PC-3, PC-31, PC-4, UC-1, UC-2, UC-6
3	Курсовой проект: консультационный проект	C	5,00			5,00		GPC-2, GPC-3, GPC-4, PC-11, PC-2, PC-20, PC-25, PC-3, PC-31, PC-4, UC-1, UC-2, UC-6
4	Course Project "SWOT Analysis"	C	5,00	5,00				GPC-2, GPC-3, GPC-4, PC-18, PC-2, PC-20, PC-25, PC-31, PC-4, UC-1, UC-2, UC-6
	Research Internship		11,00				11,00	
1	Preparation of Graduation Thesis	C	9,00				9,00	GPC-3, PC-2, PC-20, PC-21, PC-25, UC-1, UC-2, UC-4, UC-6
2	Graduation Internship	C	2,00				2,00	GPC-4, PC-20, PC-21, UC-1, UC-4, UC-6
	General Courses		14,00	13,00	1,00			
	Core General Courses		2,00	1,00	1,00			
1	Safe Living Basics	C	1,00	1,00				UC-8
2	Physical Training	C	1,00		1,00			UC-7
	Optional General Courses		12,00	12,00				
1	Law	C	4,00	4,00				UC-1, UC-2, UC-3, UC-6
2	Psychology	C	4,00	4,00				UC-1, UC-2, UC-3, UC-4, UC-5, UC-6
3	Sociology	C	4,00	4,00				UC-1, UC-2, UC-3, UC-4, UC-5, UC-6
	Minor		20,00		10,00	10,00		
1	Minor	E	20,00		10,00	10,00		GPC-1, GPC-2, UC-1, UC-2, UC-3
	English		1,00				1,00	
	Examinations		1,00				1,00	
1	Project Proposal (offered in a foreign language)	C	1,00				1,00	GPC-1, UC-3, UC-4, UC-5
2	English Language Integrative Exam	C						GPC-1, UC-3, UC-4, UC-5
3	Independent English Exam (offered in a foreign language)	C						PC-1, PC-11, PC-12, PC-13, PC-15, PC-16, PC-17, PC-20, PC-21, PC-22, PC-23, PC-29, PC-3, PC-30, PC-31, PC-8, PC-9, UC-1, UC-2, UC-4, UC-5, UC-6, UC-7, UC-8
	Optional Courses							
1	Academic Writing in English (offered in a foreign language)	O	2,00				2,00	UC-4
2	English (offered in a foreign language)	O	14,00	8,00	6,00			GPC-1, UC-3, UC-4, UC-5
	Data Culture		3,00			3,00		

1	Introduction to Data Science	C	3,00		3,00		PC-12, PC-21, PC-22, PC-32, UC-1, UC-6
	Final State Certification (FSC)		3,00			3,00	
	Thesis Work		3,00			3,00	
1	Presenting of Graduation Thesis	C	3,00			3,00	GPC-1, GPC-7, PC-35, UC-1, UC-6

Curriculum agreed:

Academic Supervisor MURAVSKIY D.V. 18.05.2021

Dean KATKALO V.S. 18.05.2021

Head of Centre for Educational Model Design LEPESHKIN I.A. 19.05.2021

* Subject type:

Compulsory course C

Elective course E

Optional course O