

Years of Study: 2021/2022 - 2022/2023
Length of Programme: 2 years
Mode of Study: Full Time
Degree: Master's degree / MBA

Block Code	Course	Credits	Credits by Years		Planned Educational Programme Development Results (competencies according to the educational standard)
			1	2	
	(!! !!)	120	60	60	
	Bridging Courses	0	0		
1	Marketing	3	3		UC-5, UC-6, UC-7, PC-4, PC-6, PC-7, PC-8, PC-1, PC-16, PC-4, PC-5, UC-1, UC-2, UC-3, UC-4, PC-1, PC-2, PC-3
1	Block 1. Courses (Modules)	56	37	19	
.1	Components of the Field of Study	18	18		
	Basic Components	18	18		
1	Research Methodology in Museum, Event, Tourism Management	6	6		PC-8, PC-9, UC-1, UC-2, UC-3, UC-4, UC-5, UC-6, UC-7, UC-8, PC-5, PC-6, PC-7, PC-1, PC-2, PC-3, PC-4, PC-5, PC-7, PC-8, PC-1, PC-3
2	Strategies in Museum, Event, Tourism Management	6	6		PC-1, PC-2, UC-6, UC-7, UC-8, PC-3, PC-4, PC-5, PC-6, PC-7, PC-8, PC-1, PC-10, PC-11, PC-12, PC-16, PC-15, PC-13, PC-14, PC-9, UC-1, UC-2, UC-3, UC-4, UC-5, PC-17, PC-18, PC-2, PC-3, PC-4, PC-5, PC-6, PC-7, PC-8
3	Economics of Arts (offered in English)	6	6		UC-7, UC-8, PC-3, PC-4, PC-5, PC-7, PC-8, UC-1, UC-2, UC-3, UC-4, UC-5, UC-6, PC-1, PC-2, PC-3, PC-4, PC-5, PC-6, PC-7, PC-8, PC-1, PC-10, PC-11, PC-12, PC-13, PC-15, PC-16, PC-17, PC-2
.2	Components of Educational Program/Track	38	19	19	
	Basic Components	18	8	10	
1	Experiential Marketing	4	4		PC-1, PC-2, PC-3, PC-4, PC-6, PC-10, PC-7, PC-5, PC-8, PC-1, PC-11, PC-12, PC-16, PC-4, PC-5, PC-6, PC-8, UC-1, UC-2, UC-3, UC-4, UC-5, UC-6, UC-7, UC-8
2	Digital and Multimedia Technologies in Museums and Historical, Cultural, Event tourism	4	4		PC-5, UC-1, UC-2, UC-3, UC-4, UC-5, UC-6, UC-7, UC-8, PC-6, PC-7, PC-8, PC-1, PC-3, PC-5, PC-1, PC-2, PC-3, PC-4
3	Event Management	5		5	PC-3, PC-4, PC-5, PC-6, PC-7, PC-1, PC-2, PC-8, PC-10, PC-16, PC-4, UC-1, UC-4, UC-5, UC-6, UC-7
4	Fundamentals of Tour Operator Activities and Tourism and Cultural Project Management	5		5	UC-4, UC-5, UC-6, UC-7, UC-1, PC-1, PC-2, PC-3, PC-4, PC-5, PC-6, PC-7, PC-8, PC-10, PC-16, PC-4
	Elective Components (Elective Courses)	20	11	9	
	Elective courses (2 out of 3)	8	8		
1	History of World Culture	4	4		UC-4, UC-6, UC-7, PC-1, UC-1, PC-2, PC-3, PC-4, PC-5
2	Logistics in Tourism Business	4	4		UC-7, PC-2, PC-4, PC-6, PC-7, PC-8, PC-15, PC-4, PC-5, UC-1, UC-2, UC-3, UC-5, UC-6
3	The History of Culture of Russia and the Urals	4	4		UC-7, PC-1, PC-2, PC-3, PC-4, PC-5, UC-1, UC-4, UC-6
	Elective courses (3 out of 4)	9		9	
1	Historical and Cultural Heritage: Problems of Conservation and Presentation	3		3	PC-2, PC-1, PC-5, UC-1, UC-4, UC-6, UC-7, PC-3, PC-4
2	Theory, History and Innovation in the Experience Economy	3		3	PC-3, PC-4, PC-5, PC-6, PC-7, PC-8, PC-7, PC-8, UC-1, UC-2, UC-3, UC-4, UC-5, PC-5, PC-1, PC-2, UC-7, UC-8, UC-6, PC-1, PC-10, PC-11, PC-12, PC-13, PC-15, PC-16, PC-17, PC-2, PC-3, PC-4
3	Consumer Behavior in Cultural Tourism: Practice and Theory	3		3	PC-3, PC-4, PC-5, PC-6, PC-7, PC-8, PC-14, PC-15, PC-4, PC-5, PC-1, PC-1, PC-2, UC-2, UC-3, UC-4, UC-5, UC-6, UC-7, UC-8, UC-1, PC-6, PC-8
4	Arts-management	3		3	PC-3, PC-4, PC-5, UC-1, UC-4, UC-6, PC-1, PC-2, UC-7
3	University Pool Courses (MAGOLEGO)	3	3		UC-7, UC-4, UC-5, UC-6, PC-1, PC-2, PC-3, PC-4, PC-5, PC-6, PC-7, PC-8, PC-10, PC-16, PC-4, UC-1
2	Block 2. Practice(s), Project and(or) Research work	56	23	35	
	Research Work	40	14	26	
1	Term Paper	6		6	UC-1, UC-2, UC-3, UC-4, UC-6
2	Graduation Thesis	18		18	UC-1, UC-2, UC-3, UC-4, UC-6
3	Research Seminar "Current Trends in Cultural and Event Tourism Research"	16	8	8	UC-4, UC-5, UC-6, UC-7, UC-8, PC-1, PC-2, PC-3, PC-4, PC-5, PC-6, PC-7, PC-8, PC-1, PC-10, PC-16, PC-11, PC-12, PC-13, PC-14, PC-15, PC-8, PC-9, UC-1, UC-2, UC-3, PC-17, PC-3, PC-4, PC-5, PC-6, PC-7
	Project Activity	6	6		
1	Project Seminar	3	3		PC-2, PC-3, PC-4, PC-5, PC-6, PC-7, PC-8, PC-1, PC-13, UC-1, UC-2, UC-3, UC-4, PC-1, UC-5, UC-6, UC-7, UC-8
2	Innovative Experience Economy	3	3		PC-13, UC-1, UC-2, UC-3, UC-4, UC-5, UC-6, UC-7, UC-8, PC-1, PC-2, PC-3, PC-4, PC-5, PC-6, PC-7, PC-8, PC-1
	Internship	12	3	9	
1	Science Study Internship	3	3		UC-7, UC-8, UC-1, UC-2, UC-4, UC-6
2	Science and Research Internship	9		9	UC-2, UC-4, UC-6, UC-7, UC-8, UC-1
3	Block 3. Final State Certification	6		6	
1	Graduation Thesis	6		6	UC-1, UC-2, UC-3, UC-4, UC-6