



National Research University Higher School of Economics (HSE)

Basic Curriculum

Field of study 38.03.02 Management
Educational Programme "Business Administration"

Specializations: "HR Management", "Marketing", "Organizational Analysis and Business Process Management", "Product-management"

Implementing unit: Faculty of Management, HSE - Nizhny Novgorod

APPROVED
12.05.2021
Vice Rector
ROSHCHIN S.Y.
Signed with EDS

Years of Study: 2021/2022 - 2024/2025

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	47,00	38,00	39,00	45,00	
	Core Professional Block (Major)		84,00	32,00	29,00	19,00	4,00	
	Subject Areas		84,00	32,00	29,00	19,00	4,00	
	Economics		10,00	10,00				
1	Economic Theory	C	10,00	10,00				GPC-2, PC-6, UC-1
	Mathematics and Statistics		10,00	10,00				
1	Mathematics	C	5,00	5,00				UC-1
2	Probability Theory and Mathematical Statistics	C	5,00	5,00				UC-6
	General and Strategic Management		12,00	4,00		8,00		
1	International Business (offered in a foreign language)	C	4,00			4,00		PC-2, UC-5
2	Strategic Management	C	4,00			4,00		GPC-3, PC-8, PC-9
3	Management Theory and History	C	4,00	4,00				GPC-2, PC-12, UC-1, UC-2
	Finance and Accounting		14,00		10,00	4,00		
1	Risk Management	C	4,00			4,00		GPC-5, PC-7
2	Financial and Managerial Accounting	C	6,00		6,00			GPC-5, PC-7
3	Financial Management	C	4,00		4,00			GPC-5, PC-7
	Marketing		4,00	4,00				
1	Marketing	C	4,00	4,00				GPC-3, PC-4, PC-6
	Organizational Behaviour and Human Resource Management		8,00		8,00			
1	Human Resource Management	C	4,00		4,00			GPC-3, PC-1
2	Organizational Behavior	C	4,00		4,00			GPC-2, GPC-3, PC-1, UC-10

	Process and Project Management, Logistics and Supply Chain Management		11,00		7,00		4,00	
1	Project Management (offered in a foreign language)	C	4,00				4,00	GPC-2, PC-10, PC-8, PC-9
2	Operations and Process Management	C	3,00		3,00			GPC-6, PC-5, PC-8
3	Logistics and Supply Chain Management	C	4,00		4,00			GPC-6, PC-5, PC-8
	Decision-making and Business Ethics		8,00	4,00	4,00			
1	Business Ethics and Corporate Social Responsibility (offered in a foreign language)	C	4,00	4,00				GPC-2, GPC-4, PC-3
2	Management Decisions	C	4,00		4,00			GPC-2, PC-3, PC-7, PC-8
	Entrepreneurship		3,00			3,00		
1	Entrepreneurship	C	3,00			3,00		GPC-2, GPC-4, PC-3, PC-6
	Social Skills of a Manager/Leadership and Team-building		4,00			4,00		
1	Leadership	C	4,00			4,00		GPC-2, GPC-3, GPC-4, PC-1
	Elective Professional Block (Major)		85,00	15,00	9,00	20,00	41,00	
	Вариативные дисциплины		15,00			12,00	3,00	
	Elective disciplines 1 - soft skills		3,00			3,00		
1	Business Negotiations (offered in a foreign language)	E	3,00			3,00		GPC-4, PC-2, UC-4
2	Emotional intelligence	E	3,00			3,00		UC-3, UC-6
3	Business communication in an international environment (offered in a foreign language)	E	3,00			3,00		GPC-4, PC-2, UC-4, UC-5
	Elective disciplines 2 - tools of analysis		3,00			3,00		
1	Mathematical models of business processes	E	3,00			3,00		UC-1
2	Game Theory	E	3,00			3,00		GPC-7, UC-1
3	Optimization Methods	E	3,00			3,00		GPC-7, UC-1
4	Statistical Analysis (SPSS)	E	3,00			3,00		GPC-7, UC-1
	Elective disciplines 3 - regional pool		3,00			3,00		
1	Cluster management (offered in a foreign language)	E	3,00			3,00		PC-10, PC-11, PC-12
2	Business and Innovation in the Public Procurement Market	E	3,00			3,00		PC-10, PC-11, PC-12
3	Smart specialization: enterprise search of regional development (offered in a foreign language)	E	3,00			3,00		PC-10, PC-11, PC-12
	Elective disciplines 4 - general faculty pool		3,00			3,00		
1	Event Marketing	E	3,00			3,00		GPC-4, PC-4
2	Design Thinking	E	3,00			3,00		PC-10, PC-11, UC-1
3	Information systems and technologies in business	E	3,00			3,00		GPC-7, UC-1
	Elective disciplines 5 - industry pool		3,00				3,00	
	Research seminar		17,00	3,00	6,00	5,00	3,00	
1	Research seminar "Research program. Methods of collection, analysis and processing of data"	C	2,00			2,00		UC-1, UC-2
2	Project Seminar "Professional project"	C	3,00			3,00		PC-3, UC-2

3	Research seminar "Research in the field of management and business"	C	3,00				3,00	GPC-7, UC-2
4	Project Seminar "Social project"	C	3,00	3,00				PC-3, UC-2
5	Research Seminar "Informations Support for Research in Management"	C	3,00		3,00			GPC-7
6	Project Seminar "Crowdfunding project"	C	3,00		3,00			PC-1, PC-10, PC-12, PC-3, PC-6, UC-2, UC-9
	Core Courses		21,00	12,00	3,00	3,00	3,00	
1	Digital Business Transformation and New Business Models	C	3,00			3,00		UC-1
2	Data Analysis in Python	C	3,00				3,00	GPC-7, UC-1
3	Digital Literacy	C	3,00	3,00				GPC-7, UC-1
4	Career Guidance Seminar "Managerial profession in the modern world"	C	3,00	3,00				UC-1, UC-2
5	Economic Statistics	C	3,00	3,00				GPC-7
6	Excel and data visualization	C	3,00	3,00				GPC-7, UC-1
7	Introduction into Python	C	3,00		3,00			PC-13, UC-1
	Обязательные дисциплины специализации (1 из 4)		16,00				16,00	
	Обязательные дисциплины специализации "HR-менеджмент"		16,00				16,00	
1	Personnel Diagnostics	C	4,00				4,00	PC-1
2	Career Management	C	4,00				4,00	PC-1
3	Personnel training and development technologies	C	4,00				4,00	PC-1
4	Diversity and inclusion (offered in a foreign language)	C	4,00				4,00	PC-1
	Обязательные дисциплины специализации "Product management"		16,00				16,00	
1	Teambuilding	C	4,00				4,00	PC-1
2	Attracting Venture Capital Investments (offered in a foreign language)	C	4,00				4,00	PC-11, PC-7
3	Innovative Development of Territorial Administration	C	4,00				4,00	PC-11, PC-9
4	New Global Business Models (offered in a foreign language)	C	4,00				4,00	PC-9
	Обязательные дисциплины специализации "Маркетинг"		16,00				16,00	
1	Consumer Behaviour	C	4,00				4,00	PC-6
2	Digital Product Management (offered in a foreign language)	C	4,00				4,00	PC-4, PC-6
3	Marketing communication and design in advertising	C	4,00				4,00	PC-4, PC-6
4	Fundamentals of Marketing Analytics	C	4,00				4,00	PC-4, PC-6
	Обязательные дисциплины специализации "Организационный анализ и бизнес процессы"		16,00				16,00	
1	Biznes-logistika	C	4,00				4,00	PC-5

2	System Analytics	C	4,00				4,00	PC-7
3	Business Process Modelling	C	4,00				4,00	PC-5
4	Data Ethics	C	4,00				4,00	PC-3
	Вариативные дисциплины специализации		16,00				16,00	
	Вариативные дисциплины специализации "Организационный анализ и бизнес-процессы"		16,00				1,00	
1	ERP-system	E	8,00				8,00	PC-5
2	Business Intelligence Technologies	E	8,00				8,00	PC-5
3	Lean Production	E	8,00				8,00	PC-5
4	Quality Management	E	8,00				8,00	PC-5
	Вариативные дисциплины специализации "Маркетинг"		16,00					
1	International Marketing	E	8,00				8,00	PC-2, UC-4
2	Marketing Research	E	8,00				8,00	PC-6
3	Digital Marketing	E	8,00				8,00	PC-6
4	Finance for Marketers	E	8,00				8,00	PC-6
	Вариативные дисциплины специализации "HR-менеджмент"		16,00					
1	Employer Brand Management	E	8,00				8,00	PC-9
2	The Analysis of Labor Markets	E	8,00				8,00	PC-9
3	Personnel Selection and Adaptation	E	8,00				8,00	PC-9
4	Compensation management	E	8,00				8,00	PC-9
	Вариативные дисциплины специализации "Product management"		16,00					
1	International Business Negotiations	E	8,00				8,00	PC-7
2	Venture and Project Finance	E	8,00				8,00	PC-7
3	Technological Entrepreneurship	E	8,00				8,00	PC-7
4	Business in Emerging Markets	E	8,00				8,00	PC-8
	Internship		30,00	4,00	8,00	7,00	11,00	
	Professional Internship		2,00		2,00			
1	Educational Internship (Introductory Training)	C	2,00		2,00			GPC-1, UC-10, UC-11, UC-2, UC-3
	Project Internship		16,00	4,00	3,00	7,00	2,00	
1	Professional Project	C	3,00			3,00		GPC-2, GPC-4, GPC-5, UC-1, UC-2, UC-3
2	Инициативные проекты студентов	C	2,00				2,00	GPC-2, GPC-4, GPC-5, UC-1, UC-2, UC-3
3	Краудфандинговый проект	C	3,00		3,00			GPC-2, GPC-4, GPC-7, PC-10, PC-3, UC-1, UC-2, UC-3, UC-9
4	Социальный проект	C	4,00	4,00				GPC-2, GPC-4, GPC-7, PC-3, UC-1, UC-2, UC-3
5	Term Paper 2	C	4,00			4,00		UC-2
	Research Internship		12,00		3,00		9,00	
1	Preparation of Graduation Thesis	C	5,00				5,00	GPC-1, GPC-7, UC-1, UC-2
2	Graduation Internship	C	4,00				4,00	GPC-7, UC-2

3	Term Paper 1	C	3,00		3,00			UC-2
	General Courses		14,00	9,00	1,00	4,00		
	Core General Courses		2,00	1,00	1,00			
1	Physical Training	C	1,00		1,00			UC-7
2	Safe Living Basics	C	1,00	1,00				UC-8
	Optional General Courses		12,00	8,00		4,00		
1	Legal Literacy	C	4,00			4,00		GPC-1, UC-1, UC-2
2	Psychology	C	4,00	4,00				UC-1, UC-3, UC-6
3	Philosophy	C	4,00	4,00				UC-1, UC-3, UC-5, UC-6
	Minor		20,00		10,00	10,00		
1	Minor	C	20,00		10,00	10,00		UC-1
	English		1,00				1,00	
	Examinations		1,00				1,00	
1	Independent English Exam (offered in a foreign language)	C						UC-4
2	Project Proposal	C	1,00				1,00	UC-4
3	English Language Integrative Exam	C						UC-4
	Optional Courses							
1	English (offered in a foreign language)	O	14,00	8,00	6,00			UC-4
2	Academic English Writing	O	2,00				2,00	GPC-4, UC-4
	Data Culture		4,00		3,00		1,00	
1	Independent Data Science Test. Intermediate	C	1,00				1,00	PC-13
2	Independent Digital Literacy Test	C						PC-13
3	Introduction to Data Science (offered in a foreign language)	C	3,00		3,00			GPC-7, PC-13
4	Independent Programming Test. Intermediate	C						PC-13
	Final State Certification (FSC)		2,00				2,00	
	Thesis Work		1,00				1,00	
1	Presenting of Graduation Thesis	C	1,00				1,00	GPC-2, GPC-4, GPC-7, UC-4
	State Examinations		1,00				1,00	
1	Государственный междисциплинарный экзамен по направлению "Менеджмент"	C	1,00				1,00	GPC-2, GPC-4, GPC-7, UC-4

Curriculum agreed:

Academic Supervisor	SAVINOVA S.Y.	14.04.2021
Dean	FOMENKOV D.A.	15.04.2021
Deputy Director	FOMENKOV D.A.	16.04.2021

Head of Centre for
Educational Model Design

LEPESHKIN I.A.

12.05.2021

* Subject type:

Compulsory course

C

Elective course

E

Optional course

O