



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
 21.05.2021
 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	46,00	40,00	39,00	44,00	
	Core Professional Block (Major)		83,00	34,00	29,00	15,00	5,00	
	Subject Areas		83,00	34,00	29,00	15,00	5,00	
	Economics		10,00	10,00				
1	Microeconomics	C	5,00	5,00				GPC-2, UC-5
2	Macroeconomics	C	5,00	5,00				GPC-2, UC-5
	Mathematics and Statistics		13,00	13,00				
1	Calculus	C	6,00	6,00				GPC-7
2	Economic Statistics	C	3,00	3,00				GPC-7, PC-1
3	Probability Theory and Mathematical Statistics	C	4,00	4,00				GPC-7, PC-1
	General and Strategic Management		8,00	4,00		4,00		
1	Management: Concepts and Technologies of the 21st Century	C	4,00	4,00				GPC-2, GPC-3, PC-10
2	Strategic Management	C	4,00			4,00		GPC-2, GPC-3, PC-10, PC-5, PC-6
	Finance and Accounting		9,00		9,00			
1	Financial Management	C	3,00		3,00			GPC-1, PC-10, PC-13, PC-6, UC-9
2	Financial and Managerial Accounting	C	6,00		6,00			GPC-1, PC-13, PC-6, UC-10, UC-9
	Marketing		4,00	4,00				
1	Marketing	C	4,00	4,00				GPC-1, PC-11, PC-12, PC-2, PC-3, UC-3, UC-5
	Organizational Behaviour and Human Resource Management		8,00		8,00			
1	Human Resource Management	C	4,00		4,00			GPC-3, PC-10, PC-14, PC-6, PC-8, UC-4
2	Organizational Behavior	C	4,00		4,00			GPC-3, PC-10, PC-14, PC-6, PC-8, UC-4

	Process and Project Management, Logistics and Supply Chain Management		13,00		5,00	8,00		
1	Logistics and Supply Chain Management	C	4,00			4,00		PC-1, PC-4
2	Project Management	C	4,00			4,00		GPC-2, GPC-3, GPC-6, PC-10, PC-14, UC-4
3	Operations and Process Management	C	5,00		5,00			GPC-1, PC-10, PC-5, UC-2, UC-6, UC-9
	Decision-making and Business Ethics		7,00	3,00	4,00			
1	Business Ethics and Corporate Social Responsibility	C	3,00	3,00				GPC-2, PC-12, PC-8
2	Management Decisions	C	4,00		4,00			GPC-1, GPC-3, PC-10, PC-13, PC-4, PC-5, PC-6, UC-1, UC-9
	Entrepreneurship		3,00		3,00			
1	Entrepreneurship (offered in a foreign language)	C	3,00		3,00			GPC-4, PC-14, PC-4, PC-5, PC-6, UC-9
	Social Skills of a Manager/Leadership and Team-building		8,00			3,00	5,00	
1	Leadership	C	5,00				5,00	GPC-2, PC-13, PC-8
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)		86,00	12,00	11,00	24,00	39,00	
	Дополнение профессионального модуля		86,00	12,00	11,00	24,00	39,00	
	Core Courses		63,00	10,00	7,00	19,00	27,00	
1	IT in Business	C	3,00			3,00		GPC-7, PC-9
2	Career Guidance Seminar "Managerial profession in the modern world"	C	4,00	4,00				GPC-4, UC-8
3	Marketing Research	C	5,00			5,00		GPC-7, PC-1, PC-3, PC-4, UC-2, UC-3, UC-5, UC-6
4	Marketing Communications	C	4,00			4,00		GPC-4, PC-12, PC-6, PC-7, PC-9, UC-5, UC-8
5	Consumer Behaviour	C	4,00			4,00		PC-12, PC-2, UC-3, UC-6
6	Branding	C	3,00			3,00		GPC-4, PC-5, PC-7
7	Marketing Strategy (offered in a foreign language)	C	3,00				3,00	GPC-2, GPC-7, PC-11, PC-5, PC-6, PC-7, PC-9, UC-3
8	Customer Analytics (offered in a foreign language)	C	4,00				4,00	PC-7, UC-3, UC-5, UC-6
9	Tactical Tools of Marketing (offered in a foreign language)	C	3,00				3,00	GPC-6, PC-11, PC-14, PC-5, UC-3, UC-5
10	International Marketing (offered in a foreign language)	C	4,00				4,00	GPC-7, PC-14
11	Pricing	C	4,00				4,00	GPC-5, PC-11, PC-12, PC-14, PC-3
12	Research seminar (offered in a foreign language)	C	4,00				4,00	GPC-7, PC-1, UC-2, UC-3, UC-5, UC-6
13	Digital Literacy for Managers	C	6,00	6,00				GPC-4, GPC-7, PC-1, UC-1, UC-5
14	Business Intelligence Technologies	C	5,00				5,00	GPC-5, GPC-6, PC-1, UC-1
15	Digital Marketing	C	4,00		4,00			GPC-5, GPC-6, PC-1, PC-11, PC-2, PC-3, PC-5, PC-7, PC-9, UC-1
16	Introduction into Python	C	3,00		3,00			GPC-1, GPC-5, GPC-6, UC-1

	Elective Courses		12,00			3,00	9,00	
	Корзина 1: "Инструменты анализа данных"		3,00			3,00		
1	Statistical Analysis and Data Visualization in R and Python (offered in a foreign language)	E	3,00			3,00		PC-1, UC-3, UC-5
2	Statistical Analysis (SPSS)	E	3,00			3,00		PC-1, UC-3, UC-5
	Elective Courses Pool 2 "Modern Technologies in Marketing and Management"		3,00				3,00	
1	Internet Entrepreneurship (offered in a foreign language)	E	3,00				3,00	PC-13, UC-3, UC-4
2	Modern Information and Digital Technologies for Business	E	3,00				3,00	GPC-4, PC-12, PC-13, PC-8, UC-7
3	An Introduction to Consumer Neuroscience & Neuromarketing (offered in a foreign language)	E	3,00				3,00	PC-11, PC-2, UC-3
	Корзина 3: "Маркетинг по отраслям"		3,00				3,00	
1	Marketing in the Fashion Industry (offered in a foreign language)	E	3,00				3,00	PC-11, UC-3
2	Sports Marketing (offered in a foreign language)	E	3,00				3,00	PC-11, UC-3
3	Services Marketing (offered in a foreign language)	E	3,00				3,00	GPC-2, PC-10, PC-11
	Корзина 4: "Инструменты автоматизации бизнес-процессов"		3,00				3,00	
1	Introduction to Territory Branding (offered in a foreign language)	E	3,00				3,00	PC-12, UC-3
2	Omnichannel Retail	E	3,00				3,00	GPC-5, PC-10
3	Media Planning (offered in a foreign language)	E	3,00				3,00	PC-10, PC-11, UC-1, UC-4
	Проектные семинары		11,00	2,00	4,00	2,00	3,00	
1	Project Seminar "SWOT Analysis"	C	2,00	2,00				GPC-4, GPC-7, PC-13, PC-14, PC-3, PC-4, UC-3, UC-5
2	Project Seminar "Marketing Planning"	C	2,00		2,00			GPC-1, GPC-4, GPC-7, PC-1, PC-11, PC-13, PC-3, PC-5, PC-6, UC-1, UC-2, UC-5
3	Project Seminar "Management Consulting"	C	2,00			2,00		GPC-4, GPC-7, PC-13, PC-14, PC-4, PC-5, UC-3, UC-5
4	Project Seminar "Design Thinking"	C	3,00				3,00	GPC-4, PC-6, PC-9, UC-3
5	Project Seminar "Team Management"	C	2,00		2,00			PC-1, PC-11, PC-14, PC-3, PC-4, PC-5, PC-7, UC-1, UC-2
	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		PC-11, UC-3, UC-4, UC-5
	Project Internship		17,00	5,00	5,00	5,00	2,00	
1	Инициативные проекты студентов в области CSR	E	2,00				2,00	GPC-2, PC-8, UC-4, UC-7
2	Курсовой проект: SWOT-анализ	C	5,00	5,00				GPC-4, GPC-7, PC-13, PC-14, PC-3, PC-4, UC-3, UC-5, UC-7
3	Курсовой проект: Маркетинг-план	C	5,00		5,00			GPC-4, GPC-7, PC-13, PC-4, PC-5, PC-9, UC-3, UC-5, UC-7

4	Курсовой проект: Консультационный проект	C	5,00			5,00		GPC-4, GPC-7, PC-13, PC-14, PC-4, PC-5, UC-3, UC-5
	Research Internship		11,00				11,00	
1	Preparation of Graduation Thesis	C	9,00				9,00	GPC-7, PC-1, UC-2, UC-3, UC-5
2	Graduation Internship	C	2,00				2,00	GPC-7, PC-11, UC-2, UC-3, UC-5
	General Courses		14,00	9,00	1,00	4,00		
	Core General Courses		2,00	1,00	1,00			
1	Safe Living Basics	C	1,00	1,00				GPC-1, PC-8
2	Physical Training	C	1,00		1,00			UC-1
	Optional General Courses		12,00	8,00		4,00		
1	Legal Literacy	C	4,00			4,00		GPC-1, UC-2
2	Psychology	C	4,00	4,00				GPC-4, UC-1
3	Sociology	C	4,00	4,00				GPC-4, UC-1
	Minor		20,00		10,00	10,00		
1	Minor	E	20,00		10,00	10,00		UC-1, UC-11
	English		1,00				1,00	
	Examinations		1,00				1,00	
1	Independent English Exam (offered in a foreign language)	C						GPC-4
2	Project Proposal	C	1,00				1,00	GPC-4, UC-2, UC-3, UC-6
3	English Language Integrative Exam (offered in a foreign language)	C						GPC-4
	Optional Courses							
1	Academic Writing in English (offered in a foreign language)	O	2,00				2,00	GPC-4, UC-4
2	English	O	14,00	8,00	6,00			GPC-4
	Data Culture		4,00		4,00			
1	Independent Digital Literacy Test	C						GPC-4, GPC-7, PC-1, UC-5
2	Independent Programming Test. Intermediate	C						GPC-7, PC-1, UC-5
3	Introduction to Data Science	C	3,00		3,00			GPC-1, GPC-2, UC-1
4	Independent Data Science Test. Intermediate	C	1,00		1,00			GPC-7, PC-1, UC-3, UC-5
	Final State Certification (FSC)		2,00				2,00	
	Thesis Work		2,00				2,00	
1	Presenting of Graduation Thesis	C	2,00				2,00	GPC-7, PC-1, UC-2, UC-3, UC-5, UC-6

Curriculum agreed:

Academic Supervisor

MURAVSKIY D.V.

11.05.2021

Dean

GABRIELOV A.O.

12.05.2021

Head of Centre for
Educational Model Design

LEPESHKIN I.A.

20.05.2021

* Subject type:

Compulsory course

C

Elective course

E

Optional course

O