



National Research University Higher School of Economics (HSE)

Basic Curriculum

Field of study 38.04.02 Management

Educational Programme "Strategic Management and Consulting"

Trajectories: "Business Strategy", "Digital Transformation Management"

Implementing unit: Graduate School of Business, HSE - Moscow

Years of Study: 2022/2023 - 2023/2024

Length of Programme: 2 years

Mode of Study: Full Time

Degree: Master's degree / MBA

APPROVED

18.05.2022

Vice Rector

ROSHCHIN S.Y.

Signed with EDS

Block Code	Course	Subject type	Credits	Credits by Years		Planned Educational Programme Development Results
				1	2	
	Degree Programme		120,00	60,00	60,00	
	Business Strategy (Applied track)		93,00	57,00	60,00	
	Key Seminars		21,00	9,00	12,00	
	Compulsory Seminars		18,00	9,00	9,00	
1	Research Seminar "Ethics, Responsibility, Sustainability" (offered in a foreign language)	C	3,00		3,00	GPC-1, PC-1, PC-3, UC-4, UC-5
2	Research Seminar "Effective Presentation"	C	3,00		3,00	PC-3
3	Research Seminar "System Thinking and Problem Solving" (offered in a foreign language)	C	3,00	3,00		GPC-1, GPC-3, GPC-4, PC-1, PC-3, UC-2
4	Mentor's Seminar	C	6,00	3,00	3,00	GPC-1, PC-1, PC-3, UC-4, UC-5, UC-6
5	Project Seminar "Leadership as a Personal Strategy"	C	3,00	3,00		PC-1, PC-3, UC-3, UC-4, UC-5, UC-6
	Elective Project Seminars		3,00		3,00	
	Project Seminar 2		3,00		3,00	
1	Research Seminar "Project Team Management"	E	3,00		3,00	GPC-4, PC-1, PC-3, UC-3, UC-4
2	Project Seminar "Entrepreneurship Technologies"	E	3,00		3,00	GPC-4, PC-1, PC-3, UC-3, UC-4
	Internship		30,00	6,00	24,00	
	Project Internship		24,00	6,00	18,00	
1	Term Paper	C	6,00	6,00		GPC-1, GPC-4, PC-2, PC-3, UC-1, UC-2, UC-6
2	Consulting Project	C	3,00		3,00	GPC-1, GPC-4, GPC-5, PC-1, PC-2, PC-3, UC-1, UC-2, UC-6
3	Graduation Thesis	C	15,00		15,00	GPC-1, GPC-5, PC-2, PC-3, UC-1, UC-6
	Professional Internship		6,00		6,00	

1	Educational Internship	C	6,00		6,00	GPC-1, GPC-3, GPC-4, PC-2, PC-3, UC-1, UC-5
	Major		33,00	39,00	15,00	
	Compulsory Courses		27,00	18,00	9,00	
1	Change Management and Organizational Development	C	6,00		6,00	GPC-1, GPC-3, GPC-4, PC-3, UC-2, UC-5
2	Behavioral Marketing and Customer Experience Management	C	3,00		3,00	GPC-1, GPC-4, PC-2, PC-3, UC-2
3	Strategic Project Management	C	6,00	6,00		GPC-1, GPC-4, PC-2, PC-3, UC-2, UC-6
4	Operational Efficiency	C	6,00	6,00		GPC-1, GPC-2, GPC-4, PC-2, PC-3, UC-2, UC-3
5	Sales Channel and Process Management	C	6,00	6,00		GPC-1, GPC-4, PC-2, PC-3, UC-2, UC-4
	Elective Courses		6,00		6,00	
	Advanced Course		3,00		3,00	
1	Commercial Tools and Customer Lifetime Value Management	E	3,00		3,00	GPC-1, GPC-4, PC-2, PC-3, UC-2
2	Advanced Finance Modeling	E	3,00		3,00	GPC-2, PC-2, PC-3, UC-1
	Industry Specifics		3,00		3,00	
1	Industry management: Companies in the information and communication technology sector	E	3,00		3,00	GPC-1, GPC-4, PC-4, UC-1, UC-2
2	Industry Management: Industrial Companies	E	3,00		3,00	GPC-1, GPC-4, PC-4, UC-1, UC-2
	Magolego		6,00	3,00	6,00	
1	All-university Pool MAGOLEGO Courses	E	6,00		6,00	GPC-1, GPC-3, PC-1, PC-3, UC-1, UC-6
	Final State Certification (FSC)		3,00		3,00	
1	Final Qualification Paper	C	3,00		3,00	GPC-1, GPC-5, PC-2, PC-3, UC-1, UC-6
	Digital Transformation Management (Applied track)		93,00	57,00	60,00	
	Key Seminars		21,00	9,00	12,00	
	Compulsory Seminars		18,00	9,00	9,00	
1	Research Seminar "Ethics, Responsibility, Sustainability" (offered in a foreign language)	C	3,00		3,00	GPC-1, PC-1, PC-3, UC-4, UC-5
2	Research Seminar "Effective Presentation"	C	3,00		3,00	PC-3
3	Mentor's Seminar	C	6,00	3,00	3,00	GPC-1, PC-1, PC-3, UC-4, UC-5, UC-6
4	Research Seminar "System Thinking and Problem Solving" (offered in a foreign language)	C	3,00	3,00		GPC-1, GPC-3, GPC-4, PC-1, PC-3, UC-2
5	Project Seminar "Leadership as a Personal Strategy"	C	3,00	3,00		PC-1, PC-3, UC-3, UC-4, UC-5, UC-6
	Elective Project Seminars		3,00		3,00	
	Project Seminar 2		3,00		3,00	
1	Research Seminar "Project Team Management"	E	3,00		3,00	GPC-4, PC-1, PC-3, UC-3, UC-4
2	Project Seminar "Entrepreneurship Technologies"	E	3,00		3,00	GPC-4, PC-1, PC-3, UC-3, UC-4
	Internship		30,00	6,00	24,00	
	Project Internship		24,00	6,00	18,00	

1	Digital Product Development	C	3,00		3,00	GPC-1, GPC-4, PC-2, PC-3, PC-4, UC-2, UC-3
2	Term Paper	C	6,00	6,00		GPC-1, GPC-4, PC-2, PC-3, UC-1, UC-2, UC-6
3	Graduation Thesis	C	15,00		15,00	GPC-1, GPC-5, PC-2, PC-3, UC-1, UC-6
	Professional Internship		6,00		6,00	
1	Educational Internship	C	6,00		6,00	GPC-1, GPC-3, GPC-4, PC-2, PC-3, UC-1, UC-5
	Major		33,00	39,00	15,00	
	Compulsory Courses		27,00	18,00	9,00	
1	Behavioral Marketing and Customer Experience Management	C	3,00		3,00	GPC-1, GPC-4, PC-2, PC-3, UC-2
2	Digital Product Management	C	6,00	6,00		GPC-1, GPC-4, PC-2, PC-3, UC-4
3	Business Analytics as a Tool for Effective Management	C	6,00	6,00		GPC-2, PC-2, PC-3, UC-2
4	Digital Marketing and Omnichannel	C	3,00		3,00	GPC-1, PC-2, PC-3, UC-4
5	Customer Development and Customer Experience Management	C	3,00		3,00	GPC-1, PC-3, UC-4, UC-5
6	Agile Management and Enterprise Transformation	C	6,00	6,00		GPC-2, PC-2, PC-3, UC-1
	Elective Courses		6,00		6,00	
	Advanced Course		3,00		3,00	
1	Commercial Tools and Customer Lifetime Value Management	E	3,00		3,00	GPC-1, GPC-4, PC-2, PC-3, UC-2
2	Advanced Finance Modeling	E	3,00		3,00	GPC-2, PC-2, PC-3, UC-1
	Industry Specifics		3,00		3,00	
1	Industry Management: Industrial Companies	E	3,00		3,00	GPC-1, GPC-4, PC-4, UC-1, UC-2
2	Industry management: Companies in the information and communication technology sector	E	3,00		3,00	GPC-1, GPC-4, PC-4, UC-1, UC-2
	Magolego		6,00	3,00	6,00	
1	All-university Pool MAGOLEGO Courses	E	6,00		6,00	GPC-1, GPC-3, PC-1, PC-3, UC-1
	Final State Certification (FSC)		3,00		3,00	
1	Final Qualification Paper	C	3,00		3,00	GPC-1, GPC-3, GPC-5, UC-1, UC-6
	General Components		27,00	27,00		
	Key Seminars		3,00	3,00		
	Compulsory Seminars		3,00	3,00		
1	Research Seminar "Mergers & Acquisitions"	C	3,00	3,00		GPC-1, GPC-3, GPC-4, PC-3, UC-1, UC-4
	Internship					
	Project Internship					
	Professional Internship					
	Major		21,00	21,00		

Compulsory Courses			21,00	21,00	
1	Research Methodology in Management (offered in a foreign language)	C	3,00	3,00	GPC-1, GPC-4, GPC-5, PC-2, PC-3, UC-2
2	Strategic Thinking and Strategic Analysis	C	6,00	6,00	GPC-1, GPC-4, GPC-5, PC-1, PC-2, PC-3, UC-2, UC-5, UC-6
3	Financial Management: Financial Analysis and New Business Models	C	6,00	6,00	GPC-1, GPC-4, PC-2, PC-3, PC-4, UC-2
4	Digital Transformation Management	C	6,00	6,00	GPC-2, PC-2, PC-3, UC-2, UC-3
Magolego			3,00	3,00	
1	All-university Pool MAGOLEGO Courses	E	3,00	3,00	GPC-1, GPC-3, UC-1

Curriculum agreed:

Academic Supervisor	DYNIN A.E.	12.05.2022
Dean	KATKALO V.S.	13.05.2022
Head of Centre for Educational Model Design	LEPESHKIN I.A.	17.05.2022

* Subject type:

Compulsory course	C
Elective course	E