



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  
 20.05.2022  
 Vice Rector  
 ROSHCHIN S.Y.  
 Signed with EDS

Years of Study: 2022/2023 - 2025/2026

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		239,00	60,00	59,00	60,00	60,00	
	Major		168,00	46,00	39,00	39,00	44,00	
	Core Professional Block (Major)		84,00	34,00	29,00	16,00	5,00	
	Subject Areas		84,00	34,00	29,00	16,00	5,00	
1	Strategic Management	C	4,00			4,00		PC-10, PC-13, PC-6, UC-2, UC-9
2	Financial and Managerial Accounting	C	6,00		6,00			GPC-1, PC-13, PC-6, UC-9
3	Financial Management	C	4,00		4,00			GPC-1, PC-13, PC-6, PC-9, UC-9
4	Human Resource Management	C	4,00		4,00			GPC-3, PC-10, PC-14, PC-6, PC-8, UC-4
5	Organizational Behavior	C	4,00		4,00			GPC-3, PC-10, PC-14, PC-6, PC-8, UC-3
6	Operations and Process Management	C	4,00		4,00			GPC-1, PC-10, PC-5, UC-2, UC-6, UC-9
7	Project Management	C	4,00			4,00		PC-10, PC-11, PC-12, PC-4, PC-9, UC-2, UC-4, UC-6
8	Logistics and Supply Chain Management	C	4,00			4,00		GPC-1, PC-10, PC-5, PC-7
9	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
10	Entrepreneurship (offered in a foreign language)	C	3,00		3,00			GPC-4, PC-14, PC-4, PC-5, PC-6
11	Leadership	C	5,00				5,00	GPC-1, PC-14, PC-5, PC-8, UC-3, UC-4
12	Business Communications (offered in a foreign language)	C	4,00			4,00		PC-11, PC-12, PC-8, PC-9, UC-4, UC-5
13	Marketing	C	4,00	4,00				GPC-2, PC-11, PC-12, PC-2, PC-3, PC-5, PC-7, UC-4
14	Business Ethics and CSR	C	3,00	3,00				GPC-3, PC-12, PC-8, UC-10, UC-11, UC-8
15	Management: Concepts and Technologies of the 21st Century	C	4,00	4,00				PC-10, PC-13, PC-6, UC-2, UC-9

16	Macroeconomics	C	5,00	5,00				GPC-1, UC-1
17	Microeconomics	C	5,00	5,00				GPC-1, UC-1
18	Business Statistics	C	3,00	3,00				GPC-1, UC-1
19	Mathematics	C	6,00	6,00				GPC-1, UC-1
20	Probability Theory and Mathematical Statistics	C	4,00	4,00				GPC-1, UC-1
	Elective Professional Block (Major)		84,00	12,00	10,00	23,00	39,00	
	Дополнение профессионального модуля		72,00	12,00	10,00	20,00	30,00	
1	Introduction into Python	C	3,00		3,00			GPC-1, GPC-5
2	Research Seminar	C	4,00				4,00	GPC-2, UC-1
3	Project Seminar "Design Thinking"	C	3,00				3,00	PC-1, PC-11, PC-14, PC-3, PC-4, PC-5, PC-7, UC-1, UC-2
4	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
5	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
6	Digital Marketing	C	3,00		3,00			GPC-5, GPC-6, PC-1, PC-11, PC-2, PC-3, PC-5, PC-7, PC-9, UC-1
7	Marketing Research	C	5,00			5,00		GPC-2, GPC-5, PC-1, PC-2, UC-1
8	Marketing Communications	C	3,00			3,00		PC-11, PC-12, PC-4, PC-7, PC-9, UC-5, UC-8
9	Customer Analytics (offered in a foreign language)	C	4,00				4,00	GPC-2, PC-2, PC-8, UC-1, UC-4
10	International Marketing (offered in a foreign language)	C	4,00				4,00	PC-11, PC-13, PC-2, PC-5, UC-5
11	Consumer Behaviour (offered in a foreign language)	C	3,00			3,00		GPC-2, PC-2, PC-8, UC-1
12	Tactical Tools of Marketing (offered in a foreign language)	C	3,00				3,00	GPC-4, PC-10, PC-13, PC-4, PC-5, UC-1, UC-2
13	Pricing	C	4,00				4,00	PC-10, PC-13, PC-4, PC-5, UC-9
14	Marketing Strategy (offered in a foreign language)	C	3,00				3,00	GPC-4, PC-10, PC-13, PC-4, PC-5, UC-2, UC-9
15	Branding (offered in a foreign language)	C	4,00			4,00		PC-11, PC-2, PC-5, UC-4
16	Market Analytics Technologies	C	5,00				5,00	GPC-5, GPC-6, PC-1, UC-1
17	E-Commerce Skills (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
18	Project Seminar "Marketing Planning"	C	2,00		2,00			GPC-1, PC-1, PC-11, PC-3, PC-5, PC-6, UC-1, UC-2
19	Project Seminar "SWOT Analysis"	C	2,00	2,00				PC-1, PC-11, PC-14, PC-3, PC-4, PC-5, PC-7, UC-1, UC-2
20	Career Guidance Seminar "Managerial profession in the modern world"	C	4,00	4,00				GPC-2, UC-2
21	Digital Literacy	C	6,00	6,00				GPC-5, GPC-6, UC-4
	Electives Pool 1		3,00			3,00		
1	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
2	Statistical Analysis (SPSS)	E	3,00			3,00		GPC-1, GPC-5, GPC-6, UC-1

3	Databases	E	3,00			3,00		GPC-1, GPC-5, GPC-6, UC-1
	Electives Pool 2		3,00				3,00	
1	Services Marketing (offered in a foreign language)	E	3,00				3,00	GPC-2, PC-10, PC-11
2	Marketing in the Fashion Industry (offered in a foreign language)	E	3,00				3,00	GPC-2, PC-10, PC-11
3	Sports Marketing (offered in a foreign language)	E	3,00				3,00	GPC-2, PC-10, PC-11
	Electives Pool 3		3,00				3,00	
1	Internet Entrepreneurship	E	3,00				3,00	GPC-5, GPC-6, PC-1, PC-11, PC-5, UC-9
2	An Introduction to Consumer Neuroscience & Neuromarketing (offered in a foreign language)	E	3,00				3,00	GPC-5, GPC-6, PC-1, PC-11, PC-5, UC-9
3	Modern Information and Digital Technologies for Business	E	3,00				3,00	GPC-5, GPC-6, PC-1, PC-11, PC-5, UC-9
	Electives Pool 4		3,00				3,00	
1	Media Planning (offered in a foreign language)	E	3,00				3,00	PC-10, PC-11, UC-1, UC-4
2	Omnichannel Retail	E	3,00				3,00	GPC-1, PC-10, PC-11, UC-1
3	Introduction to Territory Branding (offered in a foreign language)	E	3,00				3,00	GPC-1, PC-10, PC-11, UC-1
	Internship		30,00	5,00	5,00	7,00	13,00	
	Professional Internship		2,00			2,00		
	Internship		2,00			2,00		
1	Work Experience Internship	C	2,00			2,00		GPC-1, PC-11, UC-1, UC-2
	Project Internship		17,00	5,00	5,00	5,00	2,00	
1	Course Project: Marketing Plan	C	5,00		5,00			GPC-1, GPC-2, PC-13, PC-3, PC-4, PC-5, PC-6
2	Course Project: Consulting Project	C	5,00			5,00		GPC-1, GPC-2, PC-13, PC-3, PC-4, PC-5, PC-6
3	Students' projects in CSR	C	2,00				2,00	GPC-1, GPC-2, GPC-3, PC-13, PC-3, PC-4, PC-5, PC-6, PC-8, UC-10, UC-11, UC-8
4	Course Project "SWOT Analysis"	C	5,00	5,00				GPC-1, GPC-2, PC-13, PC-3, PC-4, PC-5, PC-6
	Research Internship		11,00				11,00	
1	Preparation of Graduation Thesis	C	9,00				9,00	GPC-3, PC-1, UC-1, UC-2, UC-4, UC-6
2	Graduation Internship	C	2,00				2,00	GPC-1, PC-11, UC-1, UC-2
	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				UC-7, UC-8
2	Physical Training	C	1,00		1,00			UC-7
	Optional General Courses		12,00	8,00		4,00		
1	Legal Literacy	C	4,00			4,00		GPC-1
2	Elective General Courses	E	4,00	4,00				UC-5
3	Psychology	C	4,00	4,00				UC-5
	Minor		20,00		10,00	10,00		
1	Minor	E	20,00		10,00	10,00		UC-1, UC-5, UC-6

	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-1, UC-4
3	English Language Integrative Exam (offered in a foreign language)	C						UC-4
	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			UC-4
	Data Culture		4,00		4,00			
1	Independent Programming Test. Intermediate	C						GPC-5, GPC-6, UC-1
2	Independent Data Science Test. Intermediate	C	1,00		1,00			GPC-5, GPC-6, UC-1
3	Introduction to Data Science	C	3,00		3,00			GPC-5
4	External Examinations on Digital Skills. Entry-level	C						GPC-5
5	External Examinations on Digital Skills. Intermediate Level	C						GPC-5
6	External Examinations on Digital Skills. Final Level	C						GPC-5
7	Independent Digital Literacy Test	C						GPC-5, GPC-6, UC-1
	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-2, GPC-4, UC-1, UC-4
	State Examinations							

**Curriculum agreed:**

Academic Supervisor	MURAVSKIY D.V.	16.05.2022
Dean	KATKALO V.S.	16.05.2022
Head of Centre for Educational Model Design	LEPESHKIN I.A.	19.05.2022

\* Subject type:

Compulsory course	C
Elective course	E
Optional course	O