



National Research University Higher School of Economics (HSE)

Basic Curriculum

Field of study 38.04.02 Management

Educational Programme "Management and Analytics for Business"

Trajectories: "Customer Analytics", "People Analytics", "Research Distinction"

Implementing unit: St. Petersburg School of Economics and Management, HSE, HSE - Saint Petersburg

Years of Study: 2022/2023 - 2023/2024

Length of Programme: 2 years

Mode of Study: Full Time

Degree: Master's degree / MBA

APPROVED  
31.05.2022  
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	
	People Analytics (Applied track)		120,00	27,00	60,00	
	Key Seminars		17,00	10,00	7,00	
1	Research seminar "Data-driven Business Research in HR" (offered in a foreign language)	C	6,00		6,00	GPC-2, GPC-5, PC-2, UC-1
2	Mentor's Seminar "People Analytics" (offered in a foreign language)	C	2,00	1,00	1,00	UC-4, UC-6
3	Research seminar "Introduction to Business Research" (offered in a foreign language)	C	9,00	9,00		GPC-2, GPC-5, PC-2, UC-1
	Internship		40,00	8,00	32,00	
	Project Internship		8,00	8,00		
1	Projects (offered in a foreign language)	E	3,00	3,00		GPC-2, PC-2, UC-2, UC-3, UC-4, UC-5, UC-6
2	Term Paper (offered in a foreign language)	E	5,00	5,00		GPC-2, GPC-5, PC-2, PC-3, UC-2
	Professional Internship		9,00		9,00	
1	Work Experience Internship (offered in a foreign language)	C	9,00		9,00	GPC-1, GPC-2, GPC-3, PC-2, PC-3, UC-4, UC-6
	Research Internship		28,00	5,00	23,00	
1	Term Paper (offered in a foreign language)	E	5,00	5,00		GPC-2, GPC-5, PC-2
2	Master's Thesis Preparation (offered in a foreign language)	C	23,00		23,00	GPC-1, GPC-2, GPC-3, GPC-5, PC-1, PC-2, PC-3, UC-1, UC-4
	Major		51,00		18,00	

1	Talent Analytics: Data and Tools (offered in a foreign language)	C	3,00		3,00	GPC-2, GPC-3, GPC-4, PC-2, PC-3, UC-3, UC-4
2	People Analytics: Prediction of Performance & Prescription of Policy (offered in a foreign language)	C	3,00		3,00	GPC-2, GPC-3, GPC-4, PC-1, PC-2, PC-3, UC-4, UC-6
3	Staffing Analytics Overview (offered in a foreign language)	C	3,00		3,00	GPC-1, GPC-2, GPC-3, PC-2, PC-3, UC-4
4	Performance Evaluation: Data and Tools (offered in a foreign language)	C	3,00		3,00	GPC-2, GPC-3, PC-1, PC-2, PC-3, UC-4
5	Project Management Fundamentals (offered in a foreign language)	C	3,00		3,00	GPC-4, UC-2, UC-3, UC-4
6	Data Visualization (offered in a foreign language)	C	3,00		3,00	GPC-2, PC-2
7	Analytical Tools Expert (Google IQ, Yandex Metrica Expert) (offered in a foreign language)	C	3,00	3,00		GPC-2, GPC-3, PC-1, PC-3, UC-4
8	Knowledge and Information Management (offered in a foreign language)	C	3,00	3,00		GPC-1, GPC-2, PC-1, UC-3
9	Data Analysis for Optimization of Marketing Expenditure (offered in a foreign language)	C	3,00	3,00		GPC-2, GPC-3, PC-3
10	Statistical Methods of Analysis (offered in a foreign language)	C	6,00	6,00		GPC-2, GPC-3, GPC-5, PC-2
11	Practical Machine Learning Methods for Data Mining (offered in a foreign language)	C	6,00	6,00		GPC-2, GPC-5, PC-2
12	Research Methods in Management (offered in a foreign language)	C	3,00	3,00		GPC-2, GPC-5, PC-2
13	Strategic Management (offered in a foreign language)	C	3,00	3,00		GPC-1, GPC-3, GPC-4, PC-1, PC-3, UC-3, UC-4
14	Strategic Analysis	C	6,00	6,00		GPC-1, GPC-3, GPC-4, PC-1, UC-1, UC-4
	Magolego		9,00	9,00		
1	All-university Pool MAGOLEGO Courses (offered in a foreign language)	E	9,00	9,00		UC-4, UC-6
	Final State Certification (FSC)		3,00		3,00	
1	Final Qualification Paper (offered in a foreign language)	C	3,00		3,00	GPC-1, GPC-2, GPC-3, GPC-4, GPC-5, PC-1, PC-2, PC-3, UC-1, UC-2, UC-3, UC-4, UC-5, UC-6
	Customer Analytics (Applied track)		120,00	27,00	39,00	
	Key Seminars		17,00	10,00	7,00	
1	Research seminar "Data-driven Business Research in Marketing" (offered in a foreign language)	C	6,00		6,00	GPC-2, GPC-5, PC-1, UC-1
2	Mentor's Seminar "Customer Analytics" (offered in a foreign language)	C	2,00	1,00	1,00	UC-4, UC-6
3	Research seminar "Introduction to Business Research" (offered in a foreign language)	C	9,00	9,00		GPC-2, GPC-5, PC-1, PC-2, UC-1
	Internship		37,00	8,00	29,00	

	Project Internship		8,00	8,00		
1	Projects (offered in a foreign language)	E	3,00	3,00		GPC-2, PC-2, UC-2, UC-3, UC-4, UC-5, UC-6
2	Term Paper (offered in a foreign language)	E	5,00	5,00		GPC-2, GPC-5, PC-1, PC-2, UC-2
	Professional Internship		9,00		9,00	
1	Work Experience Internship (offered in a foreign language)	C	9,00		9,00	GPC-1, GPC-2, GPC-3, PC-1, PC-2, UC-4, UC-6
	Research Internship		25,00	5,00	20,00	
1	Term Paper (offered in a foreign language)	C	5,00	5,00		GPC-2, GPC-5, PC-1, PC-2
2	Master's Thesis Preparation (offered in a foreign language)	C	20,00		20,00	GPC-1, GPC-2, GPC-4, PC-1, PC-2, PC-3, UC-1, UC-4
	Major		54,00			
1	Project Management Fundamentals (offered in a foreign language)	C	3,00		3,00	GPC-4, UC-2, UC-3, UC-5
2	Data Visualization (offered in a foreign language)	C	3,00		3,00	GPC-2, PC-2
3	Advanced Marketing Models (offered in a foreign language)	C	3,00		3,00	GPC-2, GPC-3, GPC-5, PC-1, PC-2, PC-3
4	Data Science for Marketing Analytics (offered in a foreign language)	C	6,00		6,00	GPC-2, GPC-3, GPC-5, PC-1, PC-2, PC-3, UC-4
5	Consumer Behaviour (offered in a foreign language)	C	3,00		3,00	GPC-2, GPC-3, GPC-5, PC-1, PC-2, PC-3, UC-4
6	Social Network Analysis (offered in a foreign language)	C	3,00		3,00	GPC-2, PC-1, PC-2, PC-3, UC-4
7	Analytical Tools Expert (Google IQ, Yandex Metrica Expert) (offered in a foreign language)	C	3,00	3,00		GPC-2, GPC-3, PC-1, PC-2, PC-3, UC-4
8	Knowledge and Information Management (offered in a foreign language)	C	3,00	3,00		GPC-1, GPC-2, PC-1, UC-3
9	Data Analysis for Optimization of Marketing Expenditure (offered in a foreign language)	C	3,00	3,00		GPC-2, GPC-4, PC-1, PC-2, PC-3
10	Statistical Methods of Analysis (offered in a foreign language)	C	6,00	6,00		GPC-2, GPC-3, PC-2, PC-3
11	Practical Machine Learning Methods for Data Mining (offered in a foreign language)	C	6,00	6,00		GPC-2, GPC-3, GPC-5, PC-2, PC-3
12	Research Methods in Management (offered in a foreign language)	C	3,00	3,00		GPC-2, GPC-5, PC-2
13	Strategic Management (offered in a foreign language)	C	3,00	3,00		GPC-1, GPC-3, GPC-4, PC-1, UC-3, UC-4
14	Strategic Analysis	C	6,00	6,00		GPC-1, GPC-3, GPC-4, PC-1, UC-1, UC-4
	Magolego		9,00	9,00		
1	All-university Pool MAGOLEGO Courses (offered in a foreign language)	E	9,00	9,00		UC-4, UC-6
	Final State Certification (FSC)		3,00		3,00	

1	Final Qualification Paper (offered in a foreign language)	C	3,00		3,00	GPC-1, GPC-2, GPC-3, GPC-4, GPC-5, PC-1, PC-2, PC-3, UC-1, UC-2, UC-3, UC-4, UC-5, UC-6
	Research Distinction (Research track)		120,00	60,00	60,00	
	Key Seminars		17,00	10,00	7,00	
1	Research seminar "Data-driven Business Research in HR" (offered in a foreign language)	C	6,00		6,00	GPC-2, GPC-5, PC-1, PC-2, PC-3, UC-1, UC-4
2	Research seminar "Introduction to Business Research" (offered in a foreign language)	C	9,00	9,00		GPC-2, GPC-5, PC-1, PC-2, PC-3, UC-1, UC-4
3	Mentor's Seminar "Research Distinction" (offered in a foreign language)	C	2,00	1,00	1,00	UC-4, UC-6
	Internship		40,00	8,00	32,00	
	Project Internship		3,00	3,00		
1	Projects (offered in a foreign language)	E	3,00	3,00		GPC-2, PC-1, PC-2, PC-3, UC-2, UC-3, UC-4, UC-5, UC-6
	Research Internship		37,00	5,00	32,00	
1	Term Paper (offered in a foreign language)	C	5,00	5,00		GPC-2, GPC-5, PC-1, PC-2, PC-3
2	Master's Thesis Preparation (offered in a foreign language)	C	23,00		23,00	GPC-1, GPC-2, GPC-3, GPC-5, PC-1, PC-2, PC-3, UC-1, UC-4
3	Science and Research Internship (offered in a foreign language)	C	9,00		9,00	GPC-1, GPC-2, GPC-3, PC-1, PC-2, UC-4, UC-6
	Major		51,00	33,00	18,00	
1	Project Management Fundamentals (offered in a foreign language)	C	3,00		3,00	GPC-4, UC-2, UC-3, UC-5
2	Performance Evaluation: Data and Tools (offered in a foreign language)	C	3,00		3,00	GPC-2, GPC-3, PC-1, PC-2, PC-3, UC-4
3	People Analytics: Prediction of Performance & Prescription of Policy (offered in a foreign language)	C	3,00		3,00	GPC-2, GPC-3, GPC-4, PC-1, PC-2, PC-3, UC-4, UC-6
4	Staffing Analytics Overview (offered in a foreign language)	C	3,00		3,00	GPC-1, GPC-2, GPC-3, PC-2, PC-3, UC-4
5	Talent Analytics: Data and Tools (offered in a foreign language)	C	3,00		3,00	GPC-2, GPC-3, GPC-4, PC-2, PC-3, UC-3, UC-4
6	Data Visualization (offered in a foreign language)	C	3,00		3,00	GPC-2, PC-2
7	Strategic Analysis (offered in a foreign language)	C	6,00	6,00		GPC-1, GPC-3, GPC-4, PC-3, UC-1, UC-4
8	Analytical Tools Expert (Google IQ, Yandex Metrica Expert) (offered in a foreign language)	C	3,00	3,00		GPC-2, GPC-3, PC-1, UC-4
9	Knowledge and Information Management (offered in a foreign language)	C	3,00	3,00		GPC-1, GPC-2, PC-2, PC-3, UC-3
10	Data Analysis for Optimization of Marketing Expenditure (offered in a foreign language)	C	3,00	3,00		GPC-2, GPC-3, PC-1
11	Statistical Methods of Analysis (offered in a foreign language)	C	6,00	6,00		GPC-2, GPC-3, GPC-5, PC-1

12	Practical Machine Learning Methods for Data Mining (offered in a foreign language)	C	6,00	6,00		GPC-2, GPC-5, PC-1
13	Research Methods in Management (offered in a foreign language)	C	3,00	3,00		GPC-2, GPC-5, PC-1
14	Strategic Management (offered in a foreign language)	C	3,00	3,00		GPC-1, GPC-3, GPC-4, PC-3, UC-3, UC-4
	Magolego		9,00	9,00		
1	University Pool Courses	E	9,00	9,00		UC-4, UC-6
	Final State Certification (FSC)		3,00		3,00	
1	Final Qualification Paper (offered in a foreign language)	C	3,00		3,00	GPC-1, GPC-2, GPC-3, GPC-4, GPC-5, PC-1, PC-2, PC-3, UC-1, UC-2, UC-3, UC-4, UC-5, UC-6

**Curriculum agreed:**

Academic Supervisor	VOLKOVA N.V.	26.05.2022
Dean	KATKALO V.S.	26.05.2022
Deputy Director	KUZMIN P.V.	27.05.2022
Head of Centre for Educational Model Design	LEPESHKIN I.A.	31.05.2022

\* Subject type:

Compulsory course	C
Elective course	E