



National Research University Higher School of Economics (HSE)

Basic Curriculum

Field of study 38.03.01 Economics,  
38.03.02 Management

Educational Programme "International Bachelor in Business and Economics"

Specializations: "Business Analytics", "Business Process Management", "Financial Analytics and Investment Management", "HR Management and Personnel Economics", "International Business and Sustainable Development", "Performance Management, Accounting and Audit", "Product Management and Marketing"

Implementing unit: -, HSE - Perm

APPROVED

15.06.2022

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		240,00	60,00	60,00	60,00	60,00	
	Major		182,00	45,00	48,00	54,00	35,00	
	Core Professional Block (Major)		92,00	43,00	46,00	3,00		
	Disciplines by subject areas		92,00	43,00	46,00	3,00		
1	Management Decisions	C	5,00		5,00			GPC-2.MAN, PC-1, PC-2, PC-3, PC-4, UC-2, UC-9
2	Economic Statistics	C	3,00	3,00				GPC-2.ECN, GPC-5.ECN, PC-4, UC-6
3	Linear Algebra	C	6,00	6,00				GPC-2.ECN, UC-1, UC-6
4	Mathematics.Mathematical Analysis I	C	5,00	5,00				GPC-2.ECN, UC-1, UC-6
5	Management: modern concepts and technologies	C	4,00	4,00				GPC-1.MAN, GPC-3.MAN, PC-7, PC-9, UC-1, UC-3
6	Business ethics and sustainable development (offered in a foreign language)	C	3,00	3,00				GPC-3.MAN, PC-6, PC-7, UC-10, UC-11, UC-3, UC-5
7	Marketing	C	4,00		4,00			GPC-1.MAN, GPC-3.MAN, GPC-4.MAN, PC-3, PC-7, UC-3
8	Basics of econometrics	C	4,00		4,00			GPC-2.ECN, GPC-5.ECN, PC-10, PC-4
9	Probability Theory and Mathematical Statistics	C	6,00		6,00			GPC-2.ECN, PC-1, PC-2, UC-1, UC-6
10	Game Theory (offered in a foreign language)	C	4,00		4,00			GPC-3.ECN, PC-1, PC-2, UC-2, UC-9
11	Strategic Management	C	3,00			3,00		GPC-1.MAN, GPC-3.MAN, PC-3, PC-8, UC-2
12	Human Resource Management	C	3,00		3,00			GPC-1.MAN, GPC-3.MAN, PC-6, PC-7, PC-9, UC-3

13	Entrepreneurship	C	3,00		3,00			GPC-1.MAN, GPC-3.MAN, GPC-4.MAN, PC-7, UC-3
14	Project Management	C	3,00		3,00			GPC-1.MAN, GPC-3.MAN, GPC-4.MAN, PC-4, UC-1, UC-2, UC-9
15	Accounting for Transparent Information	C	4,00		4,00			GPC-4.MAN, PC-4
16	Financial Management	C	4,00		4,00			GPC-4.MAN, PC-4
17	Microeconomics II	C	6,00		6,00			GPC-1.ECN, GPC-3.ECN, GPC-4.ECN, UC-9
18	Microeconomics I	C	7,00	7,00				GPC-1.ECN, GPC-3.ECN, GPC-4.ECN, UC-1, UC-9
19	Introduction to Macroeconomics	C	6,00	6,00				GPC-1.ECN, GPC-3.ECN, GPC-4.ECN, PC-3, UC-1, UC-2, UC-9
20	Mathematics.Mathematical Analysis II	C	6,00	6,00				GPC-2.ECN, UC-1, UC-6
21	Organizational Behavior	C	3,00	3,00				GPC-1.MAN, GPC-3.MAN, PC-6, PC-7, PC-9, UC-3
	Elective Professional Block (Major)		90,00	2,00	2,00	51,00	35,00	
	Project Seminars		2,00		2,00			
1	Project Seminar: Business Planning	C	2,00		2,00			GPC-1.ECN, GPC-5.ECN, GPC-6.ECN, PC-1, PC-2, PC-4, PC-5, UC-2, UC-3, UC-4, UC-6
	Scientific Research Seminars		11,00	2,00		3,00	6,00	
1	Research Seminar - 1	C	3,00			3,00		GPC-1.ECN, GPC-2.ECN, GPC-5.ECN, GPC-6.ECN, PC-1, PC-2, PC-5, PC-7, UC-3, UC-4, UC-6
2	Research Seminar - 2	C	6,00				6,00	GPC-1.ECN, GPC-2.ECN, GPC-5.ECN, GPC-6.ECN, PC-1, PC-2, PC-5, PC-7, UC-3, UC-4, UC-6
3	Research Seminar "Business Research Methods"	C	2,00	2,00				GPC-1.ECN, GPC-2.ECN, GPC-5.ECN, GPC-6.ECN, PC-1, PC-2, PC-5, PC-7, UC-3, UC-4, UC-6
	Industry module		6,00				6,00	
	Block "Understanding pharmaceuticals for building a future career" (together with Geropharm)		6,00				6,00	
1	Business development, research and licensing in pharmaceutical industry I (offered in a foreign language)	E	3,00				3,00	PC-10, PC-8, PC-9
2	Business development, research and licensing in pharmaceutical industry II (offered in a foreign language)	E	3,00				3,00	PC-10, PC-8, PC-9
	Block "Understanding IT for building a future career" (together with Ozon)		6,00				6,00	
1	Digital business models, platform solutions and e-commerce (offered in a foreign language)	E	3,00				3,00	PC-10, PC-8, PC-9
2	Product management and customer development in IT (offered in a foreign language)	E	3,00				3,00	PC-10, PC-8, PC-9

	Block "Understanding retail for building a future career" (together with Lenta)		6,00			6,00	
1	Data governance challenges and opportunities in Retail (offered in a foreign language)	E	3,00			3,00	PC-10, PC-8, PC-9
2	Retail digital supply chain management (offered in a foreign language)	E	3,00			3,00	PC-10, PC-8, PC-9
	<b>Elective courses 3 year</b>		<b>12,00</b>			<b>12,00</b>	
1	Principles of Digital Economics	E	3,00			3,00	PC-2, PC-4, UC-1, UC-2, UC-6
2	Time Series	E	3,00			3,00	PC-2, PC-4, UC-1, UC-2, UC-6
3	International Trade (offered in a foreign language)	E	3,00			3,00	PC-2, PC-4, UC-1, UC-2, UC-6
4	Understanding Russian Economy. Problems of Transition	E	3,00			3,00	PC-2, PC-4, UC-1, UC-2, UC-6
5	Marketing Strategies (offered in a foreign language)	E	3,00			3,00	PC-2, PC-4, UC-1, UC-2, UC-6
	<b>Elective courses 4 year</b>		<b>8,00</b>			<b>8,00</b>	
1	Risk Assessment Models	E	4,00			4,00	PC-2, PC-4, UC-1, UC-2, UC-6
2	New Global Business Models	E	4,00			4,00	PC-2, PC-4, UC-1, UC-2, UC-6
3	Human Resources Management Legal Basis	E	4,00			4,00	PC-2, PC-4, UC-1, UC-2, UC-6
	<b>Specialization Courses</b>		<b>51,00</b>			<b>36,00</b>	<b>15,00</b>
	<b>Specialization "Management and economics of personnel in organizations"</b>		<b>51,00</b>			<b>36,00</b>	<b>15,00</b>
1	Diagnostics and Personnel Assessment	C	6,00			6,00	GPC-1.MAN, GPC-3.MAN, GPC-4.ECN
2	Personnel economics and labor market analysis	C	6,00			6,00	GPC-1.MAN, GPC-3.MAN, GPC-4.ECN, PC-8
3	Process modelling and development	C	4,00			4,00	GPC-1.MAN, GPC-3.MAN
4	Search and selection of personnel	C	4,00			4,00	GPC-1.MAN, GPC-3.MAN, PC-10, PC-2, PC-6
5	Change Management	C	4,00			4,00	GPC-1.MAN, PC-3, PC-6
6	Personnel Training and Development	C	6,00			6,00	GPC-1.MAN, GPC-3.MAN, PC-3, PC-6
7	Managing Talent	C	6,00			6,00	GPC-1.MAN, GPC-3.MAN, PC-6, PC-7
8	HR brand management and internal communications	C	5,00			5,00	GPC-1.MAN, GPC-3.MAN, GPC-4.MAN, PC-3, PC-6
9	Leadership and teamwork	C	5,00			5,00	GPC-1.MAN, GPC-3.MAN, PC-6, PC-7
10	HR-analytics	C	5,00			5,00	GPC-1.MAN, GPC-2.ECN, GPC-3.MAN, PC-10, PC-5, PC-6
	<b>Specialization "Product management and marketing"</b>		<b>51,00</b>			<b>36,00</b>	<b>15,00</b>
1	Product Management	C	6,00			6,00	GPC-1.MAN, GPC-3.MAN, GPC-4.MAN, PC-2
2	Digital Marketing	C	6,00			6,00	GPC-2.MAN, GPC-5.MAN, GPC-6.ECN, PC-10, PC-4
3	Market and target audience analysis	C	4,00			4,00	GPC-4.ECN, PC-3, PC-8
4	SMM, mobile marketing and analytics	C	6,00			6,00	GPC-1.MAN, GPC-3.MAN, GPC-4.ECN, PC-2, PC-3
5	Flexible project management methods	C	4,00			4,00	GPC-1.MAN, GPC-3.MAN, GPC-4.MAN, PC-4

6	Client Development	C	6,00			6,00		GPC-1.MAN, GPC-3.MAN, GPC-4.MAN, PC-2, PC-7
7	Development of business models	C	4,00			4,00		GPC-1.MAN, GPC-3.MAN, GPC-4.MAN, PC-2
8	B2B Marketing	C	5,00				5,00	GPC-1.MAN, GPC-3.MAN, GPC-4.MAN, PC-2, PC-7
9	Sales and Customer Relationship Management	C	5,00				5,00	GPC-1.MAN, GPC-3.MAN, GPC-4.ECN, PC-2, PC-7
10	Data Science for Customer Analytics	C	5,00				5,00	GPC-2.MAN, GPC-5.ECN, GPC-6.ECN, PC-10, PC-4
	Specialization "International Business and Sustainable Development"		51,00			33,00	18,00	
1	Product Management	C	6,00			6,00		GPC-1.MAN, GPC-3.MAN, GPC-4.MAN, PC-2
2	Business and Management in Global Context	C	6,00			6,00		GPC-1.MAN, GPC-3.MAN, PC-6
3	International Marketing	C	6,00			6,00		GPC-1.MAN, GPC-2.MAN, GPC-4.MAN, PC-3, PC-8
4	Change Management	C	6,00			6,00		GPC-2.MAN, GPC-3.MAN, PC-3, PC-4, PC-5, PC-8
5	Competition in the Age of Platforms and Ecosystems	C	6,00			6,00		GPC-4.MAN, PC-4, PC-8
6	Intangible Assets Management	C	3,00			3,00		GPC-2.MAN, GPC-4.MAN, PC-5, PC-8
7	Data Analysis in Economics and Finance	C	3,00				3,00	GPC-2.MAN, GPC-4.ECN, PC-3
8	Business Analysis Cases	C	3,00				3,00	GPC-2.MAN, GPC-3.MAN, PC-1, PC-2
9	Financial Management	C	6,00				6,00	GPC-2.ECN, GPC-4.ECN, GPC-5.ECN, PC-1, PC-2
10	Strategic analysis and consulting	C	6,00				6,00	GPC-2.MAN, GPC-3.MAN, PC-1, PC-6, PC-9
	Specialization "Financial analytics and investment management"		51,00			36,00	15,00	
1	Corporate Finance	C	6,00			6,00		GPC-2.ECN, GPC-4.ECN, GPC-5.ECN, PC-1, PC-2
2	Advanced Macroeconomics	C	6,00			6,00		GPC-1.ECN, GPC-3.ECN, GPC-4.ECN, PC-1, PC-3, PC-8
3	Financial Markets Analysis	C	6,00			6,00		PC-10, PC-8, PC-9
4	Behavioral Finance	C	6,00			6,00		GPC-1.ECN, GPC-3.ECN, GPC-4.ECN, PC-3
5	Derivatives and financial engineering	C	3,00			3,00		GPC-1.ECN, GPC-3.ECN, GPC-4.ECN, PC-1, PC-3
6	Fundamentals of International Business and Management	C	3,00			3,00		GPC-3.MAN, GPC-4.MAN, PC-8, PC-9
7	Business Valuation	C	6,00			6,00		GPC-2.ECN, GPC-4.ECN, PC-2
8	Advanced Financial Analysis	C	6,00				6,00	GPC-1.ECN, GPC-3.ECN, GPC-4.ECN, PC-1, PC-3

9	Credit risk management	C	3,00			3,00	GPC-1.ECN, GPC-3.ECN, GPC-4.ECN, PC-1, PC-3
10	Econometrics of financial markets	C	6,00			6,00	GPC-2.ECN, GPC-5.ECN, PC-10, PC-4
	Specialization "Performance Management, Accounting and Audit"		51,00			36,00	15,00
1	Corporate Finance	C	6,00			6,00	GPC-2.ECN, GPC-4.ECN, GPC-5.ECN, PC-1, PC-2
2	Taxation of Individuals and Legal Entities	C	3,00			3,00	GPC-4.ECN, PC-4, UC-10
3	Financial Accounting and Reporting	C	3,00			3,00	GPC-4.ECN, PC-4
4	Management Accounting	C	6,00			6,00	GPC-4.ECN, PC-4
5	Data analysis in economics and business	C	6,00			6,00	GPC-2.ECN, GPC-4.ECN, PC-3
6	International Financial Reporting Standards	C	3,00			3,00	GPC-2.ECN, GPC-4.MAN, PC-4
7	Financial Planning	C	3,00			3,00	GPC-4.MAN, PC-4
8	Auditing and Assurance	C	3,00			3,00	GPC-2.ECN, GPC-4.ECN, PC-2
9	Strategic analysis and consulting	C	3,00			3,00	GPC-2.MAN, GPC-3.MAN, PC-1, PC-6, PC-9
10	Modeling and optimization of business processes	C	3,00			3,00	GPC-1.MAN, GPC-2.ECN, GPC-3.MAN, PC-10, PC-4, PC-5
11	Valuation and investment analysis	C	6,00			6,00	GPC-1.MAN, GPC-2.ECN, GPC-3.ECN, GPC-4.ECN, PC-3, PC-8, PC-9, UC-2
12	International Business and Management	C	3,00			3,00	GPC-1.MAN, GPC-3.MAN, PC-6
13	Tax accounting and planning	C	3,00			3,00	GPC-4.ECN, PC-4, UC-10
	Specialization "Business Analytics"		51,00			36,00	15,00
1	Sampling methods	C	6,00			6,00	GPC-2.ECN, GPC-5.ECN, PC-10, PC-4
2	Data analysis in economics and business	C	6,00			6,00	GPC-2.MAN, GPC-4.ECN, PC-3
3	Microeconometrics	C	6,00			6,00	GPC-2.ECN, GPC-5.ECN, PC-10, PC-4
4	Time Series Analysis	C	6,00			6,00	GPC-2.ECN, GPC-5.ECN, PC-10, PC-4
5	Applied Econometric Analysis	C	6,00			6,00	GPC-2.ECN, GPC-5.ECN, GPC-6.ECN, PC-10, PC-4
6	Dashboards and BI Data Visualisation	C	4,00			4,00	GPC-2.ECN, GPC-5.ECN, GPC-6.ECN, PC-10, PC-4, UC-1, UC-4
7	Industrial Organization	C	5,00			5,00	GPC-1.ECN, GPC-3.ECN, GPC-4.ECN, PC-3, PC-8, UC-9
8	Business Process Simulation	C	6,00			6,00	GPC-1.MAN, GPC-2.ECN, GPC-3.MAN, PC-10, PC-4, PC-5
9	Machin Learning and Forecasting	C	6,00			6,00	GPC-2.ECN, GPC-5.ECN, GPC-6.ECN, PC-10, PC-4
	Specialization "Business Process Management"		51,00			32,00	19,00
1	Improving the Operational Efficiency of the Business	C	6,00			6,00	GPC-2.ECN, GPC-3.MAN, PC-2, PC-8
2	Industrial Management	C	6,00			6,00	GPC-3.ECN, GPC-4.ECN, GPC-5.ECN, GPC-6.ECN, PC-10, PC-2, PC-8, PC-9
3	Digital Business Transformation	C	4,00			4,00	GPC-3.MAN, GPC-4.ECN, GPC-5.ECN, GPC-6.ECN, PC-10, PC-3

4	Modeling and optimization of business processes	C	6,00			6,00		GPC-1.MAN, GPC-2.ECN, GPC-3.MAN, PC-10, PC-4, PC-5
5	Logistics and Supply Chain Management	C	6,00			6,00		GPC-4.ECN, GPC-5.ECN, PC-3, PC-8, UC-2
6	Investment and Asset Management	C	6,00				6,00	GPC-1.MAN, GPC-2.ECN, GPC-3.ECN, GPC-4.ECN, PC-3, PC-8, PC-9, UC-2
7	Operations Management	C	3,00				3,00	GPC-4.ECN, GPC-5.MAN, PC-3, PC-8, UC-2
8	B2B Marketing	C	6,00				6,00	GPC-2.ECN, GPC-4.ECN, GPC-6.ECN, PC-10, PC-3, PC-4, PC-5, PC-8, PC-9
9	Agile-management	C	4,00				4,00	GPC-4.MAN, GPC-6.ECN, PC-1, PC-10, PC-4, PC-7, UC-3
10	Business Information Systems	C	4,00			4,00		GPC-5.ECN, GPC-6.ECN, PC-10, PC-4, UC-1
	Internship		31,00	2,00	2,00	6,00	21,00	
	Professional Internship		16,00				16,00	
1	Work Experience Internship	C	16,00				16,00	GPC-1.ECN, GPC-2.ECN, GPC-3.ECN, GPC-4.ECN, GPC-5.ECN, GPC-6.ECN, PC-10, PC-4, PC-5
	Project Internship		8,00	2,00	2,00	2,00	2,00	
1	Course Project: Business Plan	C	2,00		2,00			GPC-1.ECN, GPC-5.ECN, GPC-6.ECN, PC-1, PC-2, PC-4, PC-5, UC-2, UC-3, UC-4, UC-6
2	Project: Consulting project	C	2,00			2,00		GPC-1.ECN, GPC-5.ECN, GPC-6.ECN, PC-1, PC-2, PC-4, PC-5, PC-7, UC-2, UC-3, UC-4, UC-6
3	Project: Applied Project	C	2,00				2,00	GPC-1.ECN, GPC-5.ECN, GPC-6.ECN, PC-1, PC-2, PC-4, PC-5, PC-7, UC-2, UC-3, UC-4, UC-6
4	Project	C	2,00	2,00				GPC-1.ECN, GPC-5.ECN, GPC-6.ECN, PC-1, PC-2, PC-4, PC-5, PC-7, UC-2, UC-3, UC-4, UC-6
	Research Internship		7,00			4,00	3,00	
1	Preparation of Graduation Thesis	C	3,00				3,00	GPC-1.ECN, GPC-2.ECN, GPC-5.ECN, GPC-6.ECN, PC-1, PC-2, PC-5, PC-7, UC-2, UC-3, UC-4, UC-6
2	Term Paper	C	4,00			4,00		GPC-1.ECN, GPC-2.ECN, GPC-5.ECN, GPC-6.ECN, PC-1, PC-2, PC-5, PC-7, UC-2, UC-3, UC-4, UC-6
	General Courses		10,00	9,00	1,00			
	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				PC-6, UC-10, UC-8
	Optional General Courses		8,00	8,00				
1	Elective General Courses	E	4,00	4,00				UC-1, UC-11, UC-5, UC-6

2	Legal Literacy	C	4,00	4,00				UC-1, UC-10, UC-2
	English Examinations		1,00				1,00	
1	Independent English Exam	C						PC-9, UC-4
2	Project Proposal	C	1,00				1,00	PC-9, UC-4
3	English Language Integrative Exam	C						PC-9, UC-4
	Optional Courses							
1	Academic English Writing (offered in a foreign language)	O	2,00				2,00	PC-9, UC-4
2	English (offered in a foreign language)	O	14,00	8,00	6,00			PC-9, UC-4
	Data Culture		13,00	4,00	9,00			
1	Data Analysis in Business	C	4,00		4,00			GPC-2.ECN, GPC-5.ECN, PC-1, PC-4, UC-1
2	Independent Programming Test. Intermediate	C						GPC-2.ECN, GPC-5.ECN, GPC-6.ECN, PC-10
3	Independent Data Science Test. Intermediate	C	1,00		1,00			GPC-2.ECN, GPC-5.ECN, GPC-6.ECN, PC-10
4	External Examinations on Digital Skills. Entry-level	C						GPC-5.ECN, GPC-6.ECN
5	External Examinations on Digital Skills. Intermediate Level	C						GPC-5.ECN, GPC-6.ECN
6	External Examinations on Digital Skills. Final Level	C						GPC-5.ECN, GPC-6.ECN
7	Independent Digital Literacy Test	C						GPC-2.ECN, GPC-5.ECN, GPC-6.ECN, PC-10
8	Introduction to Python for Data Science	C	4,00		4,00			GPC-2.ECN, GPC-5.ECN, GPC-6.ECN, PC-10, PC-4
9	Digital Literacy	C	4,00	4,00				GPC-2.ECN, GPC-5.ECN, GPC-6.ECN, PC-10, PC-4
	Final State Certification (FSC)		3,00				3,00	
	Thesis Work		3,00				3,00	
1	Presenting of Graduation Thesis	C	3,00				3,00	GPC-1.ECN, GPC-2.ECN, GPC-3.ECN, GPC-4.ECN, GPC-5.ECN, GPC-6.ECN, PC-1, PC-10, PC-2, PC-3, PC-4, PC-5, PC-6, PC-7, PC-8, PC-9, UC-1, UC-10, UC-11, UC-2, UC-3, UC-4, UC-5, UC-6, UC-7, UC-8, UC-9
	State Examinations							

**Curriculum agreed:**

Academic Supervisor                      BELYKH S.A.                                      08.06.2022

Dean    ISOPESKUL O.Y.                                      09.06.2022

Deputy Director                              ZAGORODNOVA E.P.                                      09.06.2022

Head of Centre for  
Educational Model Design

LEPESHKIN I.A.

10.06.2022

\* Subject type:

Compulsory course C

Elective course E

Optional course O