



National Research University Higher School of Economics (HSE)

Basic Curriculum

Field of study 38.04.01 Economics,
38.04.02 Management

Educational Programme "Data Analytics for Business and Economics"

Trajectories: "Customer Analytics", "Economic Data Analysis", "People Analytics"

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

Years of Study: 2023/2024 - 2024/2025

Length of Programme: 2 years

Mode of Study: Full Time

Degree: Master's degree / MBA

APPROVED

15.05.2023

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	
	General Components		60,00	60,00		
	Key Seminars		7,00	7,00		
1	Research Seminar I (offered in a foreign language)	C	6,00	6,00		GPC-1.ECN, PC-4, UC-1, UC-6
2	Mentor's Seminar (offered in a foreign language)	C	1,00	1,00		UC-1, UC-6
	Internship		5,00	5,00		
	Project Internship		2,00	2,00		
1	Student project (offered in a foreign language)	C	2,00	2,00		UC-2, UC-3, UC-4, UC-5, UC-6
	Professional Internship					
	Research Internship		3,00	3,00		
1	Term paper (offered in a foreign language)	C	3,00	3,00		GPC-1.ECN, GPC-2.ECN, GPC-3.ECN, GPC-4.ECN, GPC-5.ECN
	Major		48,00	48,00		
	Обязательные дисциплины программы		42,00	42,00		
1	Financial Management (offered in a foreign language)	C	3,00	3,00		GPC-1.ECN, GPC-4.ECN, PC-3, PC-4
2	Analytical Tools Expert (Google IQ, Yandex Metrica Expert) (offered in a foreign language)	C	3,00	3,00		GPC-2.ECN, GPC-5.ECN, PC-2
3	Information Systems and Organisations (offered in a foreign language)	C	3,00	3,00		GPC-2.MAN, GPC-5.ECN, PC-2
4	Project Management (offered in a foreign language)	C	3,00	3,00		GPC-3.MAN, GPC-4.ECN, PC-4, UC-2, UC-3
5	Microeconomics I (offered in a foreign language)	C	6,00	6,00		GPC-1.ECN, PC-1, PC-3

6	Practical Machine Learning Methods for Data Mining (offered in a foreign language)	C	6,00	6,00		GPC-2.ECN, GPC-5.ECN, PC-4
7	Behavioral Economics (offered in a foreign language)	C	3,00	3,00		GPC-1.ECN, GPC-3.ECN, PC-4, UC-1
8	Strategic Management (offered in a foreign language)	C	6,00	6,00		GPC-1.ECN, GPC-4.MAN, GPC-5.MAN, PC-1, PC-4
9	Organizational Behavior: Team and Personal Performance (offered in a foreign language)	C	3,00	3,00		GPC-3.MAN, PC-4, UC-4, UC-5
10	Data Visualization and Storytelling with Python (offered in a foreign language)	C	3,00	3,00		GPC-2.ECN, PC-2
11	Statistical Analysis of Business Data (offered in a foreign language)	C	3,00	3,00		GPC-2.ECN, GPC-5.ECN, PC-2
	Дисциплины по выбору студента		6,00	6,00		
1	SQL for data analysis (offered in a foreign language)	E	3,00	3,00		GPC-2.MAN, GPC-5.ECN, PC-2
2	Natural Language Processing (offered in a foreign language)	E	3,00	3,00		GPC-2.MAN, GPC-5.ECN, PC-2
3	ETL and Big Data Tools (offered in a foreign language)	E	3,00	3,00		GPC-2.MAN, GPC-5.ECN, PC-2
4	Econometrics (offered in a foreign language)	E	3,00	3,00		GPC-2.MAN, GPC-5.ECN, PC-2
5	Operation Research Tools (offered in a foreign language)	E	3,00	3,00		GPC-2.ECN, GPC-5.ECN, PC-2
	Magolego					
	Customer Analytics (Applied track)		60,00	60,00	60,00	
	Key Seminars		8,00	7,00	8,00	
1	Research seminar "Data-driven Business Research in Marketing" (offered in a foreign language)	C	6,00		6,00	GPC-1.MAN, GPC-2.MAN, GPC-3.MAN, GPC-4.MAN, GPC-5.MAN, PC-1
2	Mentor's Seminar "Customer Analytics" (offered in a foreign language)	C	2,00		2,00	GPC-1.MAN, GPC-3.MAN, PC-2
	Internship		19,00	5,00	19,00	
	Project Internship			2,00		
	Professional Internship		8,00		8,00	
1	Work Experience Internship (offered in a foreign language)	C	8,00		8,00	GPC-1.MAN, GPC-2.MAN, GPC-3.MAN, GPC-4.MAN, GPC-5.MAN, PC-1, PC-2, PC-3, UC-2, UC-3, UC-4, UC-6
	Research Internship		11,00	3,00	11,00	
1	Preparation of Graduation Thesis (offered in a foreign language)	C	11,00		11,00	GPC-1.MAN, GPC-2.MAN, GPC-3.MAN, GPC-4.MAN, GPC-5.MAN, PC-1, PC-2, PC-3
	Major		21,00	48,00	21,00	
	Обязательные дисциплины программы		21,00		21,00	
1	Data analysis for business performance (offered in a foreign language)	C	3,00		3,00	GPC-2.ECN, GPC-5.MAN, PC-3

2	Data Science for Marketing Analytics (offered in a foreign language)	C	6,00		6,00	GPC-1.ECN, GPC-2.ECN, GPC-3.ECN, PC-1
3	Social Network Analysis (offered in a foreign language)	C	3,00		3,00	GPC-2.ECN, GPC-5.ECN, PC-1
4	Consumer Behaviour (offered in a foreign language)	C	3,00		3,00	GPC-2.MAN, GPC-5.MAN, PC-1
5	Advanced Marketing Models (offered in a foreign language)	C	3,00		3,00	GPC-2.ECN, GPC-4.MAN, PC-1
6	Contract Theory (offered in a foreign language)	C	3,00		3,00	GPC-1.ECN, GPC-2.ECN, GPC-3.ECN, PC-1
	Magolego		9,00		9,00	
1	All-university Pool MAGOLEGO Courses (offered in a foreign language)	E	9,00		9,00	UC-1, UC-2, UC-3, UC-4, UC-5, 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.MAN, GPC-2.MAN, GPC-3.MAN, GPC-4.MAN, GPC-5.MAN, PC-1, PC-2, PC-3
	People Analytics (Applied track)		60,00	60,00	60,00	
	Key Seminars		8,00	7,00	8,00	
1	Research seminar "Data-driven Business Research in HR" (offered in a foreign language)	C	6,00		6,00	GPC-1.ECN, GPC-2.ECN, GPC-3.ECN, GPC-4.ECN, GPC-5.ECN, PC-1
2	Mentor's Seminar "People Analytics" (offered in a foreign language)	C	2,00		2,00	GPC-1.MAN, GPC-3.MAN, PC-1
	Internship		19,00	5,00	19,00	
	Project Internship			2,00		
	Professional Internship		8,00		8,00	
1	Work Experience Internship (offered in a foreign language)	C	8,00		8,00	GPC-1.MAN, GPC-2.MAN, GPC-3.MAN, GPC-4.MAN, GPC-5.MAN, PC-1, PC-2, PC-3
	Research Internship		11,00	3,00	11,00	
1	Preparation of Graduation Thesis (offered in a foreign language)	C	11,00		11,00	GPC-1.MAN, GPC-2.MAN, GPC-3.MAN, GPC-4.MAN, GPC-5.MAN, PC-1, PC-2, PC-3
	Major		21,00	48,00	21,00	
	Обязательные дисциплины программы		21,00		21,00	
1	Data analysis for business performance (offered in a foreign language)	C	3,00		3,00	GPC-2.ECN, GPC-5.ECN, PC-2
2	People Analytics: Prediction of Performance & Prescription of Policy (offered in a foreign language)	C	3,00		3,00	GPC-2.MAN, GPC-5.MAN, PC-2
3	Performance Evaluation: Data and Tools (offered in a foreign language)	C	3,00		3,00	GPC-2.ECN, PC-3
4	Staffing Analytics Overview (offered in a foreign language)	C	6,00		6,00	GPC-2.MAN, GPC-5.MAN, PC-2

5	Talent Analytics: Data and Tools (offered in a foreign language)	C	3,00		3,00	GPC-2.ECN, PC-2
6	Contract Theory (offered in a foreign language)	C	3,00		3,00	GPC-1.ECN, GPC-2.ECN, GPC-3.ECN, PC-1
	Magolego		9,00		9,00	
1	All-university Pool MAGOLEGO Courses (offered in a foreign language)	E	9,00		9,00	UC-1, UC-2, UC-3, UC-4, UC-5, 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.MAN, GPC-2.MAN, GPC-3.MAN, GPC-4.MAN, GPC-5.MAN, PC-1, PC-2, PC-3
	Economic Data Analysis (Applied track)		60,00	60,00	60,00	
	Key Seminars		8,00	7,00	8,00	
1	Mentor`s Seminar "Applied Economics and Mathematical Methods" (offered in a foreign language)	C	2,00		2,00	GPC-1.ECN, GPC-2.ECN, GPC-3.ECN, GPC-4.ECN, GPC-5.ECN, PC-1
2	Research Seminar in Applied Economics (offered in a foreign language)	C	6,00		6,00	GPC-1.ECN, GPC-2.ECN, GPC-3.ECN, GPC-4.ECN, GPC-5.ECN, PC-1
	Internship		19,00	5,00	19,00	
	Project Internship			2,00		
	Professional Internship		8,00		8,00	
1	Work Experience Internship (offered in a foreign language)	C	8,00		8,00	GPC-1.ECN, GPC-2.ECN, GPC-3.ECN, GPC-4.ECN, GPC-5.ECN, PC-1, PC-2, PC-3
	Research Internship		11,00	3,00	11,00	
1	Preparation of Graduation Thesis (offered in a foreign language)	C	11,00		11,00	GPC-1.ECN, GPC-2.ECN, GPC-3.ECN, GPC-4.ECN, GPC-5.ECN, PC-1, PC-2, PC-3
	Major		21,00	48,00	21,00	
	Обязательные дисциплины программы		21,00		21,00	
1	Machine Learning in Economics (offered in a foreign language)	C	6,00		6,00	GPC-2.ECN, GPC-3.ECN, GPC-4.ECN, GPC-5.ECN, PC-3
2	Microeconomics II (advanced level) (offered in a foreign language)	C	3,00		3,00	GPC-1.ECN, GPC-2.ECN, GPC-4.ECN, PC-2
3	Econometrics (Advanced Level) (offered in a foreign language)	C	6,00		6,00	GPC-1.ECN, GPC-2.ECN, GPC-4.ECN, GPC-5.ECN, PC-1, PC-2, PC-3
4	Empirical Market Analysis (offered in a foreign language)	C	3,00		3,00	GPC-1.ECN, GPC-2.ECN, PC-2
5	Contract Theory (offered in a foreign language)	C	3,00		3,00	GPC-1.ECN, GPC-3.ECN, GPC-4.ECN, PC-2
	Magolego		9,00		9,00	
1	All-university Pool MAGOLEGO Courses (offered in a foreign language)	E	9,00		9,00	UC-1, UC-2, UC-3, UC-4, UC-5, 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.ECN, GPC-2.ECN, GPC-3.ECN, GPC-4.ECN, GPC-5.ECN, PC-1, PC-2, PC-3
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Curriculum agreed:

Academic Supervisor 23.04.2023

Dean KATKALO V.S. 24.04.2023

Deputy Director KUZMIN P.V. 24.04.2023

Head of Centre for Educational Model Design LEPESHKIN I.A. 14.05.2023

* Subject type:

Compulsory course C

Elective course E