



National Research University Higher School of Economics (HSE)

Basic Curriculum

Field of study 38.04.02 Management
 Educational Programme "Retail Management"
 Trajectories: "Retail Management"

Implementing unit: Graduate School of Business, HSE - Moscow

APPROVED
 23.05.2023
 Vice Rector
 ROSHCHIN S.Y.
 Signed with EDS

Years of Study: 2023/2024 - 2024/2025

Length of Programme: 2 years

Mode of Study: Full Time

Degree: Master's degree / MBA

Block Code	Course	Subject type	Credits	Credits by Years		Planned Educational Programme Development Results
				1	2	
	Degree Programme		120,00	60,00	60,00	
	Retail Management (Applied track)		120,00	60,00	60,00	
	Key Seminars		24,00	12,00	12,00	
1	Mentor Seminar 'Retail Management'	C	9,00	3,00	6,00	GPC-5, PC-2, PC-3, PC-4, UC-1, UC-6
2	Research Seminar "Problem Structuring and Systems Thinking"	C	3,00		3,00	GPC-3, PC-1, PC-10, PC-6, PC-8, UC-1, UC-2, UC-6
3	Research Seminar "Research in the Retail Industry"	C	3,00		3,00	GPC-5, PC-10, PC-5, PC-6, PC-7, PC-9, UC-1, UC-6
4	Research Seminar "Current Retail Issues"	C	3,00	3,00		GPC-5, PC-1, PC-5, UC-1, UC-4, UC-5
5	Research Seminar "Retail Management"	C	3,00	3,00		GPC-1, GPC-2, GPC-4, PC-1, PC-7, PC-8, UC-2
6	Project Seminar "Project Management in Retail"	C	3,00	3,00		PC-6, PC-8
	Internship		24,00	6,00	18,00	
	Project Internship		21,00	6,00	15,00	
1	Consulting project	C	3,00		3,00	GPC-1, PC-1, PC-3, PC-5, PC-8, UC-2
2	Project	C	3,00	3,00		GPC-1, PC-1, PC-3, PC-5, PC-8, UC-2
3	Preparation of the Final Qualifying Work	C	12,00		12,00	GPC-2, GPC-5, PC-10, PC-7, PC-9, UC-1, UC-6
4	Course Project	C	3,00	3,00		GPC-1, GPC-3, PC-3, PC-7, PC-9, UC-1, UC-3
	Professional Internship		3,00		3,00	
1	Work Experience Internship	C	3,00		3,00	GPC-3, GPC-4, PC-1, PC-6, PC-8, UC-3
	Major		60,00	39,00	21,00	

Basic Components			48,00	39,00	9,00	
1	Strategic Thinking and Strategic Analysis	C	6,00	6,00		GPC-4, PC-2, PC-8, UC-3, UC-4
2	Financial Management: Financial Analysis and New Business Models	C	6,00	6,00		GPC-1, GPC-5, PC-5, PC-6, PC-7, PC-8, UC-1, UC-6
3	Research Methodology in Retail	C	3,00	3,00		GPC-5, PC-10, PC-5, PC-7, PC-9, UC-2
4	Consumer Behaviour and Customer Experience Management	C	6,00	6,00		GPC-2, GPC-3, PC-1, PC-4, UC-4, UC-5
5	Marketing Management in Retail	C	6,00	6,00		GPC-1, PC-5, UC-4, UC-5, UC-6
6	Offline Retail: Retail Network Management	C	6,00	6,00		GPC-2, PC-2, UC-2
7	Data Science and the Application of Artificial Intelligence in Retail	C	6,00		6,00	GPC-2, PC-10, PC-5, PC-6, PC-9, UC-4, UC-6
8	Retail Economics: Operating Performance and Intrapreneurship	C	3,00		3,00	GPC-4, PC-5, PC-6, PC-7, UC-2
9	Online Retail: Digital-marketing and Digital Solutions in E-Commerce	C	6,00	6,00		GPC-2, PC-6, PC-8, UC-2
Elective Courses			12,00		12,00	
Block of Elective Courses 1 "Functional Retail Management"			9,00		9,00	
1	Marketing Communications and Brand Management in Retail	E	3,00		3,00	GPC-4, PC-3, UC-4, UC-5
2	Customer loyalty management	E	3,00		3,00	GPC-3, PC-1, UC-4, UC-5
3	Cost Management and Pricing in Retail	E	3,00		3,00	GPC-2, GPC-3, PC-6, UC-6
4	Logistics and Supply Chain Management in Retail	E	3,00		3,00	GPC-2, GPC-3, PC-6, UC-6
5	Fashion Retail: Fashion Industry Management	E	3,00		3,00	GPC-4, PC-7, UC-4
Block of Elective Disciplines 2 "Universal Competencies of a Manager"			3,00		3,00	
1	ESG and Corporate Social Responsibility	E	3,00		3,00	GPC-3, GPC-5, PC-4, UC-4, UC-5
2	Modern Leadership Concepts: Leadership in Digital Environment	E	3,00		3,00	GPC-3, GPC-4, PC-2, UC-3
Magolego			9,00	3,00	6,00	
1	All-university Pool MAGOLEGO Courses	E	9,00	3,00	6,00	GPC-3, GPC-4, GPC-5, PC-3, PC-4, UC-2, UC-4, UC-5, UC-6
Final State Certification (FSC)			3,00		3,00	
1	Final Qualification Paper	C	3,00		3,00	GPC-1, GPC-3, GPC-5, PC-5, PC-6, UC-1, UC-2, UC-6

Curriculum agreed:

Academic Supervisor

LEBEDEV A.V.

21.05.2023

Dean

KATKALO V.S.

21.05.2023

Head of Centre for
Educational Model Design

LEPESHKIN I.A.

23.05.2023

* Subject type:

Compulsory course

C

Elective course

E