



National Research University Higher School of Economics (HSE)

Curriculum
Field of study 38.03.02 Management
Educational Programme "Digital Marketing"
Implementing unit: Faculty of Management, HSE - Nizhny
Novgorod
1 st, 2024/2025 academic year

APPROVED
17.04.2024
Vice Rector

ROSHCHIN S.Y.
Signed with EDS

Length of Programme: 4 years
Years of Study: 2024/2025 - 2027/2028
Mode of Study: Full Time
Degree: Bachelor's degree

Block Code	Course	Subject type	Department	Credits	Total Academic Hours	Contact Hours	Allocation of Contact Hours				Additional Information
							1	2	3	4	
Degree Programme				60,00	2 480	728	176	138	222	192	
Data Culture				3,00	114	8		6	2		
1	Independent Digital Literacy Test	C	отдел развития цифровых компетенций			2			2A		Online Course
2	Digital Literacy	C	Department of Economic Theory and Econometrics	3,00	114	6		6A			Online Course
Major				47,00	1 786	510	108	84	174	144	
Core Professional Block (Major)				44,00	1 672	496	108	84	160	144	
Subject Areas				44,00	1 672	496	108	84	160	144	
1	Data Analysis and Visualization in Excel	C	Department of General and Strategic Management	3,00	114	40			40A		
2	Digital Marketing	C	Department of Marketing	3,00	114	20			20A		
3	Foundations of Advanced Mathematics	C	Department of Mathematics	10,00	380	136	28	28A	40	40A	
4	Principles of Marketing	C	Department of Marketing	4,00	152	56	28	28A			
5	Psychology of Communication	C	Department of Organisational Psychology	3,00	114	44				44A	
6	Management Theory and History	C	Department of General and Strategic Management	4,00	152	40				40A	
7	Economic Theory	C	Department of Economic Theory and Econometrics	10,00	380	96	28	28A	20	20A	
8	Emotional Intelligence	C	Department of Organisational Psychology	3,00	114	24	24A				
9	Business Ethics and Corporate Social Responsibility	C	Department of Public Administration and Municipal Management	4,00	152	40			40A		
Elective Professional Block (Major)				3,00	114	14				14	
Научно-исследовательский семинар (НИС)				3,00	114	14				14	

1	Project seminar "Analysis of the competitive environment"	C	Department of Marketing	3,00	114	14			14A		
English						2				2	
Optional Courses											
1	English	O		8,00	304	128	20	28A	40	40A	Foreign language, Credits only to the cumulative rating
Examinations						2				2	
1	English Language Integrative Exam	C	Департамент английского языка			2				2A	
General Courses				6,00	428	206	68	48	46	44	
Optional General Courses				5,00	190	56	38	18			
1	Foundations of Russian Statehood	C	School of History	2,00	76	26	26A				Online Course
2	Philosophy	C	Школа философии и культурологии	3,00	114	30	12	18A			Online Course
Core General Courses				1,00	238	150	30	30	46	44	
1	Safe Living Basics	C	Department of General and Strategic Management	1,00	38	6	6A				Online Course
2	Physical Training	C	Department of Physical Training		200	144	24	30A	46	44A	
Internship				4,00	152	2				2	
Project Internship				4,00	152	2				2	
1	Competitor Analysis Project	C		4,00	152	2				2A	

Curriculum agreed:

Academic Supervisor	LOSCHILOVA L.B.	08.04.2024
Dean	FOMENKOV D.A.	09.04.2024
Deputy Director	FOMENKOV D.A.	09.04.2024
Head of Centre for Educational Model Design	LEPESHKIN I.A.	17.04.2024

* Subject type:

Compulsory course

C

Elective course

E

Optional course

O