



National Research University Higher School of Economics (HSE)

Curriculum
 Field of study 38.03.02 Management
 Educational Programme "Business Administration"
 Implementing unit: Faculty of Management, HSE - Nizhny
 Novgorod
 4 th, 2023/2024 academic year

APPROVED
 17.03.2023
 Vice Rector
 ROSHCHIN S.Y.
 Signed with EDS

Length of Programme: 4 years
 Years of Study: 2020/2021 - 2023/2024
 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	1 520	352	160	14	170	8	
Major				45,00	950	342	160	14	168		
Elective Professional Block (Major)				45,00	950	342	160	14	168		
Вариативные дисциплины				17,00	646	136			136		
Elective disciplines 3 - regional pool				5,00	190	40			40		
1	Business models of the regional economy: cluster initiatives, living labs, user innovations	E	Department of Public Administration and Municipal Management	5,00	190	40			40A		Foreign language
2	Cluster management	E	Department of Public Administration and Municipal Management	5,00	190	40			40A		Foreign language
3	Smart specialization: enterprise search of regional development	E	Department of Public Administration and Municipal Management	5,00	190	40			40A		Foreign language
Elective disciplines 4 - general faculty pool				4,00	152	40			40		
1	Business and Innovation in the Public Procurement Market	E	Department of Public Administration and Municipal Management	4,00	152	40			40A		
2	Art and money	E	Department of Public Administration and Municipal Management	4,00	152	40			40A		
3	Event Marketing	E	Department of Marketing	4,00	152	40			40A		
Elective disciplines 5 - general faculty pool				8,00	304	56			56		
1	Employer brand	E	Department of Organisational Psychology	4,00	152	28			28A		
2	Design Thinking	E	Department of Venture Management	4,00	152	28			28A		

3	Information systems and technologies in business	E	Department of General and Strategic Management	4,00	152	26	26A			
Вариативные дисциплины специализации				5,00	190	32			32	
Вариативные дисциплины специализации "HR-менеджмент"				5,00	190	32			32	
1	Individual and organizational consulting	E	Department of Organisational Psychology	5,00	190	32			32A	
2	Diversity and inclusion in the organization	E	Department of Organisational Psychology	5,00	190	32			32A	
Вариативные дисциплины специализации "Product management"				5,00	190	32			32	
1	New product marketing	E	Department of Marketing	5,00	190	32			32A	
2	Modern business analysis tools	E	Department of Venture Management	5,00	190	32			32A	
Вариативные дисциплины специализации "Маркетинг"				5,00	190	32			32	
1	Digital Marketing	E	Department of Marketing	5,00	190	32			32A	
2	Finance for Marketers	E	Department of Venture Management	5,00	190	32			32A	
Вариативные дисциплины специализации "Организационный анализ и бизнес-процессы"				5,00	190	32			32	
1	Business analysis technology	E	Department of General and Strategic Management	5,00	190	32			32A	
2	Management of Organizational Changes	E	Department of General and Strategic Management	5,00	190	32			32A	
Research seminar				3,00	114	14			14	
1	Research seminar "Research in the field of management and business"	C	Department of General and Strategic Management	3,00	114	14		14A		
Обязательные дисциплины специализации				20,00		160	160			
Обязательные дисциплины специализации "HR-менеджмент"				20,00		160	80	80		
1	Personnel Diagnostics	C	Department of Organisational Psychology	5,00	190	40	20	20A		
2	Менторинг и коучинг в организации	C	Department of Organisational Psychology	5,00	190	40	20	20A		
3	Personnel training and development technologies	C	Department of Organisational Psychology	5,00	190	40	20	20A		
4	Career Management	C	Department of Organisational Psychology	5,00	190	40	20	20A		
Обязательные дисциплины специализации "Product management"				20,00		160	80	80		
1	Unit economy	C	Department of Venture Management	5,00	190	40	20	20A		
2	Agile approach in project management	C	Department of Venture Management	5,00	190	40	20	20A		
3	Customer and market research	C	Department of Venture Management	5,00	190	40	20	20A		
4	Product Development Management	C	Department of Venture Management	5,00	190	40	20	20A		
Обязательные дисциплины специализации "Маркетинг"				20,00	760	160	80	80		
1	Marketing communication and design in advertising	C	Department of Marketing	5,00	190	40	20	20A		Online Course

2	Fundamentals of Marketing Analytics	C	Department of Marketing	5,00	190	40	20	20A		
3	Consumer Behaviour	C	Department of Marketing	5,00	190	40	20	20A		
4	Digital Product Management	C	Department of Marketing	5,00	190	40	20	20A		Foreign language
Обязательные дисциплины специализации "Организационный анализ и бизнес процессы"				20,00		160	80	80		
1	Organization development tools	C	Department of General and Strategic Management	5,00	190	40	20	20A		Foreign language
2	Business Process Modelling	C	Department of General and Strategic Management	5,00	190	40	20	20A		
3	Predicting the Future in the Face of Global Uncertainty	C	Department of Public Administration and Municipal Management	5,00	190	40	20	20A		
4	System Analytics	C	Department of General and Strategic Management	5,00	190	40	20	20A		
English				1,00	38	2			2	
Optional Courses										
1	Academic English Writing	O		2,00	76	48		28	20A	Foreign language, Credits only to the cumulative rating
Examinations				1,00	38	2			2	
1	Project Proposal	C	Department of Organisational Psychology	1,00	38	2			2A	
Final State Certification (FSC)				3,00	114	4				4
Thesis Work				1,00	38	2				2
1	Presenting of Graduation Thesis	C		1,00	38	2				2A
State Examinations				2,00	76	2				2
1	Государственный междисциплинарный экзамен по направлению "Менеджмент"	C		2,00	76	2				2A
Internship				11,00	418	4				4
Research Internship				11,00	418	4				4
1	Preparation of Graduation Thesis	C		6,00	228	2				2
2	Graduation Internship	C		5,00	190	2				2A

Curriculum agreed:

Academic Supervisor	SAVINOVA S.Y.	17.02.2023
Dean	FOMENKOV D.A.	22.02.2023
Deputy Director	FOMENKOV D.A.	22.02.2023
Head of Centre for Educational Model Design	LEPESHKIN I.A.	07.03.2023

* Subject type:

Compulsory course

Elective course

Optional course

C

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