

National Research University Higher School of Economics (HSE)

Curriculum

Field of study 38.03.02 Management
 Educational Programme "Marketing and Market Analytics"
 Graduate School of Business, HSE - Moscow
 2 nd, 2021/2022 academic year

APPROVED by
 Vice Rector

ROSHCHIN Y.S.
 19.05.2021

Length of Programme: 4 years
 Years of Study: 2020/2021 - 2023/2024
 Mode of Study: Full Time
 Degree: Bachelor's degree

Number of Students: 141
 Number of Groups: 5

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	2 508	913	252	182	266	213	
Data Culture				3	114	48				48	
1	Introduction to Data Science	C	Department of Big Data and Information Retrieval	3	114	48				48A	Online Course
Major				41	1 558	464	154	76	148	86	
Core Professional Block (Major)				29	1 102	350	104	56	104	86	
Subject Areas				29	1 102	350	104	56	104	86	
Organizational Behaviour and Human Resource Management				8	304	96	48		48		
1	Organizational Behavior	C	департамент организационного поведения и управления человеческими ресурсами	4	152	48	48A				
2	Human Resource Management	C	департамент организационного поведения и управления человеческими ресурсами	4	152	48			48A		
Entrepreneurship				3	114	30				30	
1	Entrepreneurship	C	департамент стратегического и международного менеджмента	3	114	30				30A	Foreign language
Decision-making and Business Ethics				4	152	40	20	20			
1	Management Decisions	C	департамент стратегического и международного менеджмента	4	152	40	20	20A			
Process and Project Management, Logistics and Supply Chain Management				4	152	48			24	24	

1	Logistics and Supply Chain Management	C	департамент операционного менеджмента и логистики	4	152	48			24	24A	
Finance and Accounting				10	380	136	36	36	32	32	
1	Financial and Organizational Accounting	C	департамент финансового менеджмента	6	228	72	36	36A			
2	Financial Management	C	департамент финансового менеджмента	4	152	64			32	32A	
Elective Professional Block (Major)				12	456	114	50	20	44		
Дополнение профессионального модуля				12	456	114	50	20	44		
Core Courses				12	456	114	50	20	44		
1	Digital Marketing	C	департамент маркетинга	5	190	50	30	20A			
2	Introduction into Python	C	Department of Big Data and Information Retrieval	3	114	24			24A		Online Course
3	Project Seminar "Marketing Planning"	C		2	76	20			20A		
4	Project Seminar "Team Management"	C	департамент организационного поведения и управления человеческими ресурсами	2	76	20	20A				
Minor				10	380	152	38	38	38	38	38
1	Minor	C		10	380	152	38	38A	38	38A	
English					228	103	24	32	44	3	
Optional Courses					228	100	24	32	44		
1	English	O		6	228	100	24	32A	44A		Foreign language, Credits only to the cumulative rating
Examinations						3				3	
1	Independent English Language Test	C	центр поддержки и мониторинга образовательных программ			3				3A	
General Courses				1	38	144	36	36	36	36	
Core General Courses				1	38	144	36	36	36	36	
1	Physical Training	C	Department of Physical Training	1	38	144	36	36	36	36A	
Internship				5	190	2				2	
Project Internship				5	190	2				2	
1	Курсовой проект: маркетинговый план	C		5	190	2				2A	

Academic Supervisor

MURAVSKIY D.V.

18.05.2021

Dean

KATKALO V.S.

18.05.2021

Head of Degree Programmes
Development Office

MAMONOVA M.A.

19.05.2021

* Subject type:

Compulsory course

Elective course

Optional course

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