



National Research University Higher School of Economics (HSE)

Curriculum
 Field of study 38.03.02 Management
 Educational Programme "Marketing and Market Analytics"
 Implementing unit: Graduate School of Business, HSE -
 Moscow
 3 rd, 2022/2023 academic year

APPROVED
 18.05.2022
 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	2 280	594	128	128	173	162	
	Major			43,00	1 634	430	88	92	130	120	
	Core Professional Block (Major)			16,00	608	170	70	70	30		
	Subject Areas			16,00	608	170	70	70	30		
	General and Strategic Management			4,00	152	40	20	20			
1	Strategic Management	C	департамент стратегического и международного менеджмента	4,00	152	40	20A	20A			Online Course
	Social Skills of a Manager/Leadership and Team-building			3,00	114	30			30		
1	Business Communications	C	департамент организационного поведения и управления человеческими ресурсами	3,00	114	30			30A		Foreign language
	Process and Project Management, Logistics and Supply Chain Management			9,00	342	100	50	50			
1	Operations and Process Management	C	департамент операционного менеджмента и логистики	5,00	190	60	30	30A			
2	Project Management	C	департамент стратегического и международного менеджмента	4,00	152	40	20	20A			
	Elective Professional Block (Major)			27,00	1 026	260	18	22	100	120	
	Дополнение профессионального модуля			27,00	1 026	260	18	22	100	120	
	Корзина 1: "Инструменты анализа данных"			6,00	228	60				60	
1	Databases	E	Department of Software Engineering	3,00	114	30				30A	

2	Information Systems and Organisations	E	департамент бизнес-информатики	3,00	114	30				30A	
3	Statistical Analysis (SPSS)	E	Department of Sociology	3,00	114	30				30A	
4	Statistical Analysis and Data Visualization in R and Python	E	департамент маркетинга	3,00	114	30				30A	Foreign language
Core Courses				21,00	798	200	18	22	100	60	
1	Branding	C	департамент маркетинга	3,00	114	30				30A	
2	Marketing Research	C	департамент маркетинга	5,00	190	40	18	22A			
3	Marketing Communications	C	департамент маркетинга	4,00	152	40			40A		Online Course
4	Business Organisation in a Global Context	C	департамент маркетинга	3,00	114	30				30A	
5	Consumer Behaviour	C	департамент маркетинга	4,00	152	40			40A		
6	Project Seminar "Management Consulting"	C	департамент стратегического и международного менеджмента	2,00	76	20			20A		
Minor				10,00	380	152	40	36	40	36	
1	Minor	E		10,00	380	152	40	36A	40	36A	
English						3			3		
Examinations						3			3		
1	Independent English Exam	C	School of Foreign Languages			3			3A		Foreign language
Internship				7,00	266	9				6	
Project Internship				5,00	190	6				6	
1	Курсовой проект: консультационный проект	C		5,00	190	6				6A	
Professional Internship				2,00	76	3					
1	Work Experience Internship	C		2,00	76						

Curriculum agreed:

Academic Supervisor MURAVSKIY D.V. 16.05.2022

Dean KATKALO V.S. 16.05.2022

Head of Degree Programmes Development Office LEPESHKIN I.A. 18.05.2022

* Subject type:

Compulsory course
 Elective course
 Optional course

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