

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
 1 st, 2020/2021 academic year

APPROVED by
 Vice Rector

ROSHCHIN Y.S.

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

Number of Students: 120
 Number of Groups: 4

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	2 584	878	208	208	240	222	
Major				42	1 596	430	100	110	120	100	
Core Professional Block (Major)				36	1 368	370	80	90	110	90	
Subject Areas				36	1 368	370	80	90	110	90	
Marketing				5	190	50			20	30	
1	Marketing	C	департамент маркетинга	5	190	50			20	30A	Online Course
Mathematics and Statistics				13	494	130	30	30	40	30	
1	Mathematics	C	Department of Higher Mathematics	6	228	60	30	30A			
2	Probability Theory and Mathematical Statistics	C	Department of Higher Mathematics	4	152	40			40A		
3	Economic Statistics	C	департамент стратегического и международного менеджмента	3	114	30				30A	
General and Strategic Management				4	152	40			20	20	
1	Management Theory and History	C	департамент стратегического и международного менеджмента	4	152	40			20	20A	
Decision-making and Business Ethics				3	114	30			20	10	
1	Business Ethics and CSR	C	департамент организационного поведения и управления человеческими ресурсами	3	114	30			20	10A	
Economics				11	418	120	50	60	10		
1	Macroeconomics	C	Department of Theoretical Economics	5	190	50	20	30A			

2	Microeconomics	C	Department of Theoretical Economics	6	228	70	30	30	10A		
Elective Professional Block (Major)				6	228	60	20	20	10	10	
Дополнение профессионального модуля				6	228	60	20	20	10	10	
Core Courses				6	228	60	20	20	10	10	
1	Project Seminar "SWOT Analysis"	C	департамент стратегического и международного менеджмента	2	76	20			10	10A	
2	Career Guidance Seminar "Managerial profession in the modern world"	C	департамент стратегического и международного менеджмента	4	152	40	20	20A			
English					304	146	24	32	44	46	
Optional Courses					304	144	24	32	44	44	
1	English	O		8	304	144	24	32A	44	44A	Foreign language, Credits only to the cumulative rating
Examinations						2				2	
1	English Language Integrative Exam	C	School of Foreign Languages			2				2A	
General Courses				13	494	262	84	66	56	56	
Optional General Courses				12	456	100	30	30	20	20	
1	Introduction to Law	C	департамент теории права и межотраслевых юридических дисциплин	4	152	20	10	10A			Online Course
2	Psychology	C	Department of Psychology	4	152	40	20	20A			Online Course
3	Sociology	C	Department of Sociology	4	152	40			20	20A	Online Course
Core General Courses				1	38	162	54	36	36	36	
1	Safe Living Basics	C	центр поддержки студенческих инициатив	1	38	18	18A				Online Course
2	Physical Training	C	Department of Physical Training			144	36	36	36	36A	
Internship				5	190	40			20	20	
Project Internship				5	190	40			20	20	
1	Курсовой проект: SWOT-анализ	E		5	190	40			20	20A	

Academic Supervisor

MURAVSKIY D.V.

Dean

KATKALO V.S.

Head of Degree Programmes
Development Office

MAMONOVA M.A.

* Subject type:

Compulsory course

C

Elective course

E

Optional course

O

