

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, 2021/2022 academic year

APPROVED by
 Vice Rector

ROSHCHIN Y.S.
 21.05.2021

Length of Programme: 4 years
 Years of Study: 2021/2022 - 2024/2025
 Mode of Study: Full Time
 Degree: Bachelor's degree

Number of Students: 150
 Number of Groups: 6

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	2 784	993	228	240	250	255	
	Data Culture					3				3	
1	Independent Digital Competence Assessment. Digital Literacy	C	центр поддержки и мониторинга образовательных программ			3				3A	
	Major			46	1 748	594	108	128	170	168	
	Core Professional Block (Major)			34	1 292	494	88	88	150	168	
	Subject Areas			34	1 292	494	88	88	150	168	
	Marketing			4	152	48			24	24	
1	Marketing	C	департамент маркетинга	4	152	48			24	24A	
	Mathematics and Statistics			13	494	208	48	48	32	80	
1	Mathematics	C	Department of Higher Mathematics	6	228	96	48	48A			
2	Probability Theory and Mathematical Statistics	C	Department of Higher Mathematics	4	152	64			32	32A	
3	Economic Statistics	C	департамент стратегического и международного менеджмента	3	114	48				48A	
	General and Strategic Management			4	152	48			24	24	
1	Management: Concepts and Technologies of the 21st Century	C	департамент стратегического и международного менеджмента	4	152	48			24	24A	
	Decision-making and Business Ethics			3	114	30			30		

1	Business Ethics and Corporate Social Responsibility	C	департамент организационного поведения и управления человеческими ресурсами	3	114	30			30A		
Economics				10	380	160	40	40	40	40	
1	Macroeconomics	C	Department of Theoretical Economics	5	190	80			40	40A	
2	Microeconomics	C	Department of Theoretical Economics	5	190	80	40	40A			
Elective Professional Block (Major)				12	456	100	20	40	20		
Дополнение профессионального модуля				12	456	100	20	40	20		
Core Courses				10	380	80	20	40			
1	Career Guidance Seminar "Managerial profession in the modern world"	C	департамент стратегического и международного менеджмента	4	152	40	20	20A			
2	Digital Literacy for Managers	C	департамент маркетинга	6	228	40		20	20		Online Course
Проектные семинары				2	76	20			20		
1	Project Seminar "SWOT Analysis"	C	департамент стратегического и международного менеджмента	2	76	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	Credits only to the cumulative rating
Examinations						2				2	
1	English Language Integrative Exam	C	School of Foreign Languages			2				2A	Foreign language
General Courses				9	542	248	96	80	36	36	
Optional General Courses				8	304	86	42	44			
1	Psychology	C	Department of Psychology	4	152	50	24	26A			Online Course
2	Sociology	C	Department of Sociology	4	152	36	18	18A			Online Course
Core General Courses				1	238	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		200	144	36	36	36	36A	
Internship				5	190	2				2	
Project Internship				5	190	2				2	
1	Курсовой проект: SWOT-анализ	C		5	190	2				2A	

Academic Supervisor

MURAVSKIY D.V.

11.05.2021

Dean

KATKALO V.S.

12.05.2021

Head of Degree Programmes
Development Office

MAMONOVA M.A.

20.05.2021

* Subject type:

Compulsory course

Elective course

Optional course

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