



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  
 2 nd, 2022/2023 academic year

APPROVED  
 18.05.2022  
 Vice Rector  
 ROSHCHIN S.Y.  
 Signed with EDS

Length of Programme: 4 years  
 Years of Study: 2021/2022 - 2024/2025  
 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	
<b>Degree Programme</b>				<b>60,00</b>	<b>2 442</b>	<b>798</b>	<b>208</b>	<b>200</b>	<b>218</b>	<b>172</b>	
<b>Data Culture</b>				<b>4,00</b>	<b>152</b>	<b>34</b>				<b>34</b>	
1	Introduction to Data Science	C	Department of Big Data and Information Retrieval	3,00	114	28				28A	Online Course
2	Independent Data Science Test. Intermediate	C	Center for Support and Monitoring of Degree Programs	1,00	38	3				3A	
3	Independent Programming Test. Intermediate	C	Center for Support and Monitoring of Degree Programs			3				3A	
<b>Major</b>				<b>40,00</b>	<b>1 520</b>	<b>466</b>	<b>134</b>	<b>126</b>	<b>144</b>	<b>62</b>	
<b>Core Professional Block (Major)</b>				<b>29,00</b>	<b>1 102</b>	<b>362</b>	<b>134</b>	<b>86</b>	<b>80</b>	<b>62</b>	
<b>Subject Areas</b>				<b>29,00</b>	<b>1 102</b>	<b>362</b>	<b>134</b>	<b>86</b>	<b>80</b>	<b>62</b>	
<b>Organizational Behaviour and Human Resource Management</b>				<b>8,00</b>	<b>304</b>	<b>96</b>	<b>48</b>		<b>48</b>		
1	Organizational Behavior	C	департамент организационного поведения и управления человеческими ресурсами	4,00	152	48	48A				
2	Human Resource Management	C	департамент организационного поведения и управления человеческими ресурсами	4,00	152	48			48A		
<b>Entrepreneurship</b>				<b>3,00</b>	<b>114</b>	<b>30</b>				<b>30</b>	
1	Entrepreneurship	C	департамент стратегического и международного менеджмента	3,00	114	30				30A	Online Course, Foreign language
<b>Decision-making and Business Ethics</b>				<b>4,00</b>	<b>152</b>	<b>40</b>	<b>20</b>	<b>20</b>			

1	Management Decisions	C	департамент стратегического и международного менеджмента	4,00	152	40	20	20A			
<b>Process and Project Management, Logistics and Supply Chain Management</b>				<b>5,00</b>	<b>190</b>	<b>60</b>	<b>30</b>	<b>30</b>			
1	Operations and Process Management	C	департамент операционного менеджмента и логистики	5,00	190	60	30	30A			
<b>Finance and Accounting</b>				<b>9,00</b>	<b>342</b>	<b>136</b>	<b>36</b>	<b>36</b>	<b>32</b>	<b>32</b>	
1	Financial and Organizational Accounting	C	департамент финансового менеджмента	6,00	228	72	36	36A			
2	Accounting: Markets and Organisations	C	департамент финансового менеджмента	3,00	114	64			32	32A	Online Course
<b>Elective Professional Block (Major)</b>				<b>11,00</b>	<b>418</b>	<b>104</b>		<b>40</b>	<b>64</b>		
<b>Дополнение профессионального модуля</b>				<b>11,00</b>	<b>418</b>	<b>104</b>		<b>40</b>	<b>64</b>		
<b>Core Courses</b>				<b>7,00</b>	<b>266</b>	<b>64</b>		<b>20</b>	<b>44</b>		
1	Introduction into Python	C	Department of Big Data and Information Retrieval	3,00	114	24			24A		Online Course
2	Digital Marketing	C	департамент маркетинга	4,00	152	40		20	20A		
<b>Проектные семинары</b>				<b>4,00</b>	<b>152</b>	<b>40</b>		<b>20</b>	<b>20</b>		
1	Project Seminar "Marketig Planning"	C	департамент маркетинга	2,00	76	20			20A		
2	Project Seminar "Team Management"	C	департамент организационного поведения и управления человеческими ресурсами	2,00	76	20		20A			
<b>Minor</b>				<b>10,00</b>	<b>380</b>	<b>152</b>	<b>38</b>	<b>38</b>	<b>38</b>	<b>38</b>	
1	Minor	E		10,00	380	152	38	38A	38	38A	
<b>English</b>											
<b>Optional Courses</b>											
1	English	O		6,00	228	104	28	32A	44		Credits only to the cumulative rating
<b>General Courses</b>				<b>1,00</b>	<b>200</b>	<b>144</b>	<b>36</b>	<b>36</b>	<b>36</b>	<b>36</b>	
<b>Core General Courses</b>				<b>1,00</b>	<b>200</b>	<b>144</b>	<b>36</b>	<b>36</b>	<b>36</b>	<b>36</b>	
1	Physical Training	C	Department of Physical Training	1,00	200	144	36	36	36	36A	
<b>Internship</b>				<b>5,00</b>	<b>190</b>	<b>2</b>					<b>2</b>
<b>Project Internship</b>				<b>5,00</b>	<b>190</b>	<b>2</b>					<b>2</b>
1	Инициативные проекты студентов в области CSR	E									
2	Курсовой проект: Маркетинг-план	C		5,00	190	2				2A	

**Curriculum agreed:**

Academic Supervisor

MURAVSKIY D.V.

17.05.2022

Dean

KATKALO V.S.

17.05.2022

Head of Degree Programmes  
Development Office

MAMONOVA M.A.

18.05.2022

\* Subject type:

Compulsory course

C

Elective course

E

Optional course

O