National Research University Higher School of Economics (HSE)

Curriculum
Field of study 38.04.02 Management
Educational Programme "Management and Analytics for Business"
Trajectories: "Customer Analytics", "People Analytics", "Research Distinction"
Implementing unit: St. Petersburg School of Economics and Management, HSE, HSE - Saint Petersburg
1 st, 2022/2023 academic year

Length of Programme: 2 years
Years of Study: 2022/2023 - 2023/2024
Mode of Study: Full Time
Degree: Master's degree / MBA

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**		**156**	**276**	**348**	**268**	
	People Analytics (Applied track)			**27,00**	**1 026**	**84**				**6**	
	Major										
1	Data Analysis for Optimization of Marketing Expenditure	C	Department of Management	3,00	114	24			24A		Foreign language
2	Analytical Tools Expert (Google IQ, Yandex Metrica Expert)	C	Department of Management	3,00	114	24			24A		Foreign language
3	Research Methods in Management	C	Department of Management	3,00	114	24		24A			Foreign language
4	Practical Machine Learning Methods for Data Mining	C	Department of Management	6,00	228	48			24	24A	Online Course, Foreign language
5	Applied Strategic Management	C	Department of Management	6,00	228	48			24	24A	Foreign language
6	Statistical Methods of Analysis	C	Department of Management	6,00	228	48	8	40A			Foreign language
7	Strategic Analysis	C	Department of Management	6,00	228	48			24	24A	Foreign language
8	Strategic Management	C	Department of Management	3,00	114	24	24A				Foreign language
9	Knowledge and Information Management	C	Department of Management	3,00	114	24				24A	Foreign language
	Key Seminars			**10,00**	**380**	**80**					
1	Research seminar "Introduction to Business Research"	C	Department of Management	9,00	342	72	18	18	18	18A	Foreign language
2	Mentor's Seminar "People Analytics"	C	Department of Management	1,00	38	8	2	2	2	2A	Foreign language
	Magolego			**9,00**	**342**						
1	University Pool Courses	E		9,00	342						Foreign language
	Internship			**8,00**	**304**	**4**				**6**	
	Research Internship			**5,00**	**190**	**2**					

No.	Name	Type	Department	Credits	Hours						Notes
1	Term Paper	E		5,00	190	2				2A	Foreign language
	Project Internship			**8,00**	**304**	**4**					
1	Term Paper	E		5,00	190	2				2A	Foreign language
2	Projects	E		3,00	114	2				2A	Foreign language
	Customer Analytics (Applied track)			**27,00**	**1 026**	**84**				**6**	
	Major										
1	Data Analysis for Optimization of Marketing Expenditure	C	Department of Management	3,00	114	24			24A		Foreign language
2	Analytical Tools Expert (Google IQ, Yandex Metrica Expert)	C	Department of Management	3,00	114	24			24A		Foreign language
3	Research Methods in Management	C	Department of Management	3,00	114	24		24A			Foreign language
4	Practical Machine Learning Methods for Data Mining	C	Department of Management	6,00	228	48			24	24A	Online Course, Foreign language
5	Applied Strategic Management	C	Department of Management	6,00	228	48			24	24A	Foreign language
6	Statistical Methods of Analysis	C	Department of Management	6,00	228	48	8	40A			Foreign language
7	Strategic Analysis	C	Department of Management	6,00	228	48			24	24A	Foreign language
8	Strategic Management	C	Department of Management	3,00	114	24	24A				Foreign language
9	Knowledge and Information Management	C	Department of Management	3,00	114	24		24A			Foreign language
	Key Seminars			**10,00**	**380**	**80**					
1	Research seminar "Introduction to Business Research"	C	Department of Management	9,00	342	72	18	18	18	18A	Foreign language
2	Mentor's Seminar "Customer Analytics"	C	Department of Management	1,00	38	8	2	2	2	2A	Foreign language
	Magolego			**9,00**	**342**						
1	University Pool Courses	E		9,00	342						Foreign language
	Internship			**8,00**	**304**	**4**				**6**	
	Research Internship			**5,00**	**190**	**2**					
1	Term Paper	C		5,00	190	2				2A	Foreign language
	Project Internship			**8,00**	**304**	**4**					
1	Term Paper	E		5,00	190	2				2A	Foreign language
2	Projects	E		3,00	114	2				2A	Foreign language
	Research Distinction (Research track)			**60,00**	**2 280**	**348**	**32**	**88**	**96**	**48**	
	Major			**33,00**	**1 254**	**264**	**32**	**88**	**96**	**48**	
1	Data Analysis for Optimization of Marketing Expenditure	C	Department of Management	3,00	114	24			24A		Foreign language
2	Analytical Tools Expert (Google IQ, Yandex Metrica Expert)	C	Department of Management	3,00	114	24			24A		Foreign language
3	Research Methods in Management	C	Department of Management	3,00	114	24		24A			Foreign language
4	Practical Machine Learning Methods for Data Mining	C	Department of Management	6,00	228	48			24	24A	Online Course, Foreign language
5	Applied Strategic Management	C	Department of Management	6,00	228	48			24	24A	Foreign language
6	Statistical Methods of Analysis	C	Department of Management	6,00	228	48	8	40A			Foreign language
7	Strategic Management	C	Department of Management	3,00	114	24	24A				Foreign language
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	Key Seminars			**10,00**	**380**	**80**					

№	Subject	Type	Department								Language
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2	Mentor's Seminar "Research Distinction"	C	Department of Management	1,00	38	8	2	2	2	2A	Foreign language
	Magolego			**9,00**	**342**						
1	University Pool Courses	E		9,00	342						Foreign language
	Internship			**8,00**	**304**	**4**					
	Research Internship			**5,00**	**190**	**2**					
1	Term Paper	C		5,00	190	2				2A	Foreign language
	Project Internship			**3,00**	**114**	**2**					
1	Projects	E		3,00	114	2				2A	Foreign language

Curriculum agreed:

Academic Supervisor	VOLKOVA N.V.	26.05.2022
Dean	KATKALO V.S.	26.05.2022
Deputy Director	KUZMIN P.V.	27.05.2022
Head of Degree Programmes Development Office	MAMONOVA M.A.	31.05.2022

* Subject type:
Compulsory course   C
Elective course   E