



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
 2 nd, 2023/2024 academic year

APPROVED
 17.03.2023
 Vice Rector
 ROSHCHIN S.Y.
 Signed with EDS

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	200	98	100	4	4	
People Analytics (Applied track)				60,00	2 280	206	98	100	4	4	
Major				18,00	684	144	72	72			
1	People Analytics: Prediction of Performance & Prescription of Policy	C	Department of Management	3,00	114	24		24A			Foreign language
2	Talent Analytics: Data and Tools	C	Department of Management	3,00	114	24		24A			Foreign language
3	Staffing Analytics Overview	C	Department of Management	3,00	114	24	24A				Foreign language
4	Data Visualization	C	Department of Management	3,00	114	24		24A			Foreign language
5	Project Management Fundamentals	C	Department of Management	3,00	114	24	24A				Foreign language
6	Performance Evaluation: Data and Tools	C	Department of Management	3,00	114	24	24A				Foreign language
Final State Certification (FSC)				3,00	114	2				2	
1	Final Qualification Paper	C		3,00	114	2				2A	Foreign language
Key Seminars				7,00	266	56	26	26	2	2	
1	Research seminar "Data-driven Business Research in HR"	C	Department of Management	6,00	228	48	24	24A			Foreign language
2	Mentor's Seminar "People Analytics"	C	Department of Management	1,00	38	8	2	2	2	2A	Foreign language
Magolego											
1	All-university Pool MAGOLEGO Courses	E									Foreign language
Internship				32,00	1 216	4		2	2		
Research Internship				23,00	874	2		2			
1	Master's Thesis Preparation	C		23,00	874	2		2	2	2	Foreign language

	Professional Internship			9,00	342	2			2		
1	Work Experience Internship	C		9,00	342	2			2A		Foreign language
	Customer Analytics (Applied track)			39,00	1 482	62	98	124	4	4	
	Major						72	96			
1	Social Network Analysis	C	Department of Management	3,00	114	24		24A			Foreign language
2	Data Visualization	C	Department of Management	3,00	114	24		24A			Foreign language
3	Advanced Marketing Models	C	Department of Management	3,00	114	24	24A				Foreign language
4	Data Science for Marketing Analytics	C	Department of Management	6,00	228	48	24	24A			Foreign language
5	Project Management Fundamentals	C	Department of Management	3,00	114	24	24A				Foreign language
6	Consumer Behaviour	C	Department of Management	3,00	114	24		24A			Foreign language
	Final State Certification (FSC)			3,00	114	2				2	
1	Final Qualification Paper	C		3,00	114	2				2A	Foreign language
	Key Seminars			7,00	266	56	26	26	2	2	
1	Research seminar "Data-driven Business Research in Marketing"	C	Department of Management	6,00	228	48	24	24A			Foreign language
2	Mentor's Seminar "Customer Analytics"	C	Department of Management	1,00	38	8	2	2	2	2A	Foreign language
	Magolego										
1	All-university Pool MAGOLEGO Courses	E									Foreign language
	Internship			29,00	1 102	4		2	2		
	Research Internship			20,00	760	2		2			
1	Master's Thesis Preparation	C		20,00	760	2		2	2	2	Foreign language
	Professional Internship			9,00	342	2			2		
1	Work Experience Internship	C		9,00	342	2			2A		Foreign language
	Research Distinction (Research track)			60,00	2 280	206	100	102	2	2	
	Major			18,00	684	144	72	72			
1	People Analytics: Prediction of Performance & Prescription of Policy	C	Department of Management	3,00	114	24		24A			Foreign language
2	Talent Analytics: Data and Tools	C	Department of Management	3,00	114	24		24A			Foreign language
3	Staffing Analytics Overview	C	Department of Management	3,00	114	24	24A				Foreign language
4	Data Visualization	C	Department of Management	3,00	114	24		24A			Foreign language
5	Project Management Fundamentals	C	Department of Management	3,00	114	24	24A				Foreign language
6	Performance Evaluation: Data and Tools	C	Department of Management	3,00	114	24	24A				Foreign language
	Final State Certification (FSC)			3,00	114	2				2	
1	Final Qualification Paper	C		3,00	114	2				2A	Foreign language
	Key Seminars			7,00	266	56	28	28			
1	Research seminar "Data-driven Business Research in HR"	C	Department of Management	6,00	228	48	24	24A			Foreign language
2	Mentor's Seminar "Research Distinction"	C	Department of Management	1,00	38	8	4	4A			Foreign language
	Internship			32,00	1 216	4		2	2		
	Research Internship			32,00	1 216	4		2	2		
1	Science and Research Internship	C		9,00	342	2			2A		Foreign language

2	Master's Thesis Preparation	C		23,00	874	2		2	2	2	Foreign language
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Curriculum agreed:

Academic Supervisor	VOLKOVA N.V.	22.02.2023
Dean	KATKALO V.S.	22.02.2023
Deputy Director	KUZMIN P.V.	22.02.2023
Head of Centre for Educational Model Design	LEPESHKIN I.A.	15.03.2023

* Subject type:

Compulsory course

C

Elective course

E