



National Research University Higher School of Economics (HSE)

Curriculum

Field of study 38.04.01 Economics,
38.04.02 Management

Educational Programme "Data Analytics for Business and
Economics"

Trajectories: "Customer Analytics", "Economic Data Analysis",
"People Analytics"

Implementing unit: St. Petersburg School of Economics and
Management, HSE, HSE - Saint Petersburg

1 st, 2023/2024 academic year

APPROVED

15.05.2023

Vice Rector

ROSHCHIN S.Y.

Signed with EDS

Length of Programme: 2 years

Years of Study: 2023/2024 - 2024/2025

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	576	124	124	164	168	
General Components				60,00	2 280	580	124	156	164	136	
Major				48,00	1 824	496	120	152	128	96	
Дисциплины по выбору студента				6,00	228	64	32	32			
1	ETL and Big Data Tools	E	Department of Economics	3,00	114	32		32A			Foreign language
2	SQL for data analysis	E	Department of Management	3,00	114	32		32A			Foreign language
3	Natural Language Processing	E	Department of Economics	3,00	114	32	32A				Foreign language
4	Operation Research Tools	E	Department of Economics	3,00	114	32	32A				Foreign language
5	Econometrics	E	Department of Economics	3,00	114	32	32A				Foreign language
Обязательные дисциплины программы				42,00	1 596	432	88	120	128	96	
1	Analytical Tools Expert (Google IQ, Yandex Metrika Expert)	C	Department of Management	3,00	114	32			32A		Foreign language
2	Data Visualization and Storytelling with Python	C	Department of Economics	3,00	114	32		32A			Foreign language
3	Information Systems and Organisations	C	Department of Management	3,00	114	32				32A	Foreign language
4	Practical Machine Learning Methods for Data Mining	C	Department of Economics	6,00	228	64			32	32A	Foreign language
5	Microeconomics I	C	Department of Economics	6,00	228	64	32	32A			Foreign language
6	Organizational Behavior: Team and Personal Performance	C	Department of Management	3,00	114	32	32A				Foreign language
7	Behavioral Economics	C	Department of Economics	3,00	114	32				32A	Foreign language
8	Statistical Analysis of Business Data	C	Department of Economics	3,00	114	32		32A			Foreign language

9	Strategic Management	C	Department of Management	6,00	228	48	24	24A			Foreign language
10	Project Management	C	Department of Management	3,00	114	32			32A		Foreign language
11	Financial Management	C	Department of Finance	3,00	114	32			32A		Foreign language
Key Seminars				7,00	266	80	4	4	36	36	
1	Research Seminar I	C	Department of Management	6,00	228	64			32	32A	Foreign language
2	Mentor's Seminar	C	Department of Management	1,00	38	16	4	4	4	4A	Foreign language
Internship				5,00	190	4				4	
Research Internship				3,00	114	2				2	
1	Term paper	C		3,00	114	2				2A	Foreign language
Project Internship				2,00	76	2				2	
1	Student project	C	Department of Management	2,00	76	2				2A	Foreign language

Curriculum agreed:

Academic Supervisor		23.04.2023
Dean	LEZINA T.A.	24.04.2023
Deputy Director	KUZMIN P.V.	24.04.2023
Head of Centre for Educational Model Design	LEPESHKIN I.A.	14.05.2023

* Subject type:

Compulsory course

C

Elective course

E