



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
 1 st, 2023/2024 academic year

APPROVED
 30.05.2023
 Vice Rector
 ROSHCHIN S.Y.
 Signed with EDS

Length of Programme: 4 years
 Years of Study: 2023/2024 - 2026/2027
 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	
	Degree Programme			60,00	2 480	900	266	196	216	224	
	Data Culture					2			2		
1	Independent Digital Literacy Test	C	отдел развития цифровых компетенций			2				2A	Online Course
	Major			49,00	1 862	650	144	144	178	184	
	Core Professional Block (Major)			38,00	1 444	552	124	104	140	184	
	Subject Areas			38,00	1 444	552	124	104	140	184	
1	Business Statistics	C	Department of Statistics and Data Analysis	4,00	152	64				64A	
2	Business Communications	C	департамент организационного поведения и управления человеческими ресурсами	3,00	114	36		16	20A		
3	Macroeconomics	C	Department of Theoretical Economics	5,00	190	80			40	40A	
4	Marketing	C	департамент маркетинга	4,00	152	48			24	24A	
5	Calculus	C	Department of Higher Mathematics	6,00	228	96	48	48A			
6	Management: Concepts and Technologies of the 21st Century	C	департамент стратегического и международного менеджмента	4,00	152	48			24	24A	
7	Microeconomics	C	Department of Theoretical Economics	5,00	190	80	40	40A			
8	Probability Theory and Mathematical Statistics	C	Department of Higher Mathematics	4,00	152	64			32	32A	

9	Business Ethics and CSR	C	департамент стратегического и международного менеджмента	3,00	114	36	36A				
Elective Professional Block (Major)				11,00	418	98	20	40	38		
Дополнение профессионального модуля				11,00	418	98	20	40	38		
1	Project Seminar "SWOT Analysis"	C	департамент стратегического и международного менеджмента	2,00	76	20			20A		
2	Career Guidance Seminar "Managerial profession in the modern world"	C	департамент стратегического и международного менеджмента	4,00	152	40	20	20A			
3	Digital Literacy	C	департамент операционного менеджмента и логистики	5,00	190	38		20	18A		Online Course
English						2					2
Optional Courses											
1	English	O		8,00	304	128	20	28A	40	40A	Foreign language, 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				6,00	428	246	122	52	36	36	
Optional General Courses				5,00	190	84	68	16			
1	Foundations of Russian Statehood	C	School of History	2,00	76	54	54A				
2	Philosophy	C	Школа философии и культурологии	3,00	114	30	14	16A			Online Course
Core General Courses				1,00	238	162	54	36	36	36	
1	Safe Living Basics	C	центр поддержки студенческих инициатив	1,00	38	18	18A				Online Course
2	Physical Training	C	Department of Physical Training		200	144	36	36	36	36A	
Internship				5,00	190						2
Project Internship				5,00	190						2
1	Course Project "SWOT Analysis"	C		5,00	190	2				2A	

Curriculum agreed:

Academic Supervisor	MURAVSKIY D.V.	26.05.2023
Dean	GABRIELOV A.O.	26.05.2023
Head of Centre for Educational Model Design	LEPESHKIN I.A.	30.05.2023

* Subject type:

Compulsory course

Elective course

Optional course

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