

# Summary of Degree Programme 'Global Business'

## Field of Studies

38.04.02 Management

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## Approved by

Протокол заседания ученого совета № 10 от 26.12.2014

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## HSE University Educational Standard

[HSE University Educational Standard: Master's Degree \(from 2022\)\(signature\)](#) (PDF, 1.05 Mb)

[HSE University Educational Standard](#) (PDF, 441 Kb)

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## Last Update

Решение академического руководителя программы от 27.11.2019

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## Network Programme

No

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## Length of Studies, Mode of Studies, Credit Load

**2 years** <sup>□</sup>

Full-time, 120 з.е.

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## Language of instruction

ENG

Instruction in English

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## Qualification upon graduation

Master

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## Double-degree Programme

No

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## Use of online learning

With online tools

# Tracks

2023/2024 ACADEMIC YEAR

## Strategy and Innovations in Global Market (SIGMa)

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Type: Applied

Track Supervisor: [Fomenkov, Denis A.](#)

Language of instruction: English

Use of online learning: With online tools

Qualification upon graduation: Магистр

2022/2023 ACADEMIC YEAR

## Strategy and Innovations in Global Market (SIGMa)

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Type: Applied

Track Supervisor: [Plotnikov, Mikhail](#)

Language of instruction: English

Use of online learning: With online tools

Qualification upon graduation: Магистр

2021/2022 ACADEMIC YEAR

## Project Management

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Type: General

Track Supervisor: [Fomenkov, Denis A.](#)

Language of instruction: English

Use of online learning: With online tools

Qualification upon graduation: Магистр

## Competitive Advantages

1. Study is in English.
2. Students study a second foreign language (German, Italian or Russian).
3. Gaining work experience as part of internships in international companies.

## Professional Activities and Competencies of Programme Graduates

In accordance with the Federal Educational Standard the alumni of 38.04.02 Management specialization shall acquire the following competencies:

1. Know:
  - 1.1. basic methodology of science;
  - 1.2. special terminology, including English terms used in scientific communication;
  - 1.3. scientific research conduct and management, as well as presentation of core research results; concepts, models and instruments of corporate structure, business strategy and functional strategy of an organization;
  - 1.4. business environment and market models and analysis methods required for corporate strategy development;
2. Be able to:
  - 2.1. conduct methodological evaluation of a specific approach or scientific theory in the field of management;
  - 2.2. communicate professionally in oral and written forms using a foreign language;
  - 2.3. formulate and test scientific hypotheses, choose and rationalize instruments in accordance with the managerial research problem;
  - 2.4. use modern methods, techniques, instruments of development and implementation of a corporate strategy, business strategy and functional strategy of an organization;
  - 2.5. evaluate long-term results of managerial activities.
3. Obtain:
  - 3.1. abilities of critical scientific thinking;
  - 3.2. organizational and research skills in the field of management;
  - 3.3. techniques for presentation and protection of research findings;
  - 3.4. negotiation skills for strategic decision making in uncertain conditions.

## Programme Modules

### Core courses:

#### [International Marketing](#)

Russian and European Business Context

Advanced Finance

Negotiations and Communications

Core courses form the foundation of skills and knowledge in the key areas of international business and international affairs. Core courses are obligatory.

### Elective courses:

#### [Digital Communications](#)

#### [Advanced Marketing Analytics](#)

#### [Management Accounting](#)

Cultural Awareness

Elective courses allow students to customize their education to suit their own interests and career goals. Through elective courses students build the unique expertise and marketable skills in the areas of their choice.

### Adaptational course (Additional Program component):

Academic Writing in English (C1)

For students who do not have a substantial background in Academic Writing in English the Program offers the

adaptational course.

**Optional courses (Additional Program component):**

Italian (basic)

German (basic)

Russian (basic)

Students may choose to take an optional language as an additional component to their curriculum.

**Project**

**Project Seminar**

**Managing International Projects**

**Internship (8 weeks in the 4th semester): 12 ECTS credits**

**Master Thesis: 24 ECTS credits**

## Options for Students with Disabilities

This degree programme of HSE University is adapted for students with special educational needs (SEN) and disabilities. Special assistive technology and teaching aids are used for collective and individual learning of students with SEN and disabilities. The specific adaptive features of the programme are listed in each subject's full syllabus and are available to students through the online Learning Management System.

## Programme Documentation

All documents of the degree programme are stored electronically on this website. Curricula, calendar plans, and syllabi are developed and approved electronically in corporate information systems. Their current versions are automatically published on the website of the degree programme. Up-to-date teaching and learning guides, assessment tools, and other relevant documents are stored on the website of the degree programme in accordance with the local regulatory acts of HSE University.

I hereby confirm that the degree programme documents posted on this website are fully up-to-date.

Vice Rector Sergey Yu. Roshchin

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