



National Research University Higher School of Economics (HSE)

Basic Curriculum

Field of study 38.03.02 Management
Educational Programme "Management in Creative Industries"
Implementing unit: -, HSE - Perm

APPROVED
15.04.2025
Vice Rector
ROSHCHIN S.Y.
Signed with EDS

Years of Study: 2025/2026 - 2028/2029

Length of Programme: 4 years

Mode of Study: Full Time

Degree: Bachelor's degree

Block Code	Course	Subject type	Credits	Credits by Years				Planned Educational Programme Development Results
				1	2	3	4	
	Degree Programme		240,00	60,00	60,00	60,00	60,00	
	Major		170,00	49,00	34,00	42,00	45,00	
	Core Professional Block (Major)		85,00	33,00	23,00	19,00	10,00	
1	Calculus	C	6,00	6,00				UC-1, UC-2
2	Theory of Probability and Mathematical Statistics	C	5,00	5,00				UC-1, UC-2
3	Strategic Management (offered in a foreign language)	C	3,00				3,00	GPC-2, GPC-3, PC-5, UC-1, UC-2
4	Organizational Behavior	C	3,00		3,00			GPC-2, GPC-3, UC-1, UC-2, UC-3, UC-5
5	HR Technologies in Creative Industries	C	3,00			3,00		GPC-3, PC-1, PC-12, PC-2, UC-2, UC-3, UC-6
6	Marketing	C	4,00		4,00			GPC-2, GPC-3, PC-6, PC-8, UC-1, UC-2, UC-3, UC-4
7	Consumer Behaviour	C	3,00		3,00			PC-6, UC-1, UC-11, UC-2, UC-5, UC-9
8	Territorial Marketing and City Branding	C	3,00			3,00		GPC-2, PC-3, PC-6, PC-8, UC-1, UC-2
9	Entrepreneurship in the Creative Economy	C	4,00				4,00	GPC-1, GPC-2, GPC-3, GPC-4, GPC-5, GPC-6, PC-1, PC-5, PC-9, UC-1, UC-2, UC-3, UC-6
10	Leadership and Team Management	C	3,00			3,00		GPC-3, GPC-4, PC-3, UC-3, UC-4, UC-5
11	Financial and Managerial Accounting	C	3,00		3,00			GPC-2, GPC-5, PC-2, PC-6, UC-1, UC-2, UC-9
12	Financial Management in Creative Industries	C	3,00			3,00		GPC-5, PC-6, PC-7, UC-1, UC-10, UC-2, UC-3, UC-9
13	Fundraising and Grantwriting	C	3,00				3,00	GPC-1, PC-7, UC-10, UC-2, UC-9
14	Project Management in Creative Industries	C	4,00			4,00		GPC-3, GPC-4, PC-1, PC-3, PC-8, UC-2, UC-3, UC-6
15	Logistics and Supply Chain Management	C	3,00		3,00			GPC-2, GPC-6, UC-1, UC-2
16	Operations and Process Management	C	3,00			3,00		GPC-6, PC-1, PC-8, UC-2

17	Communication Management and Self-marketing	C	4,00		4,00			GPC-2, GPC-4, PC-12, PC-3, UC-1, UC-2, UC-3, UC-4, UC-5
18	Public and Media Relations Management (offered in a foreign language)	C	3,00		3,00			GPC-4, PC-3, UC-4
19	Macroeconomics	C	6,00	6,00				UC-1, UC-2, UC-4, UC-9
20	Microeconomics	C	6,00	6,00				GPC-2, UC-1, UC-10, UC-2, UC-4, UC-9
21	General Management	C	4,00	4,00				GPC-2, GPC-3, UC-1, UC-2, UC-3, UC-5
22	Business ethics and sustainable development (offered in a foreign language)	C	3,00	3,00				GPC-1, GPC-2, GPC-4, UC-1, UC-2, UC-3, UC-5
23	Management Decisions	C	3,00	3,00				GPC-1, GPC-2, GPC-4, UC-1, UC-2, UC-3, UC-5
	Elective Professional Block (Major)		85,00	16,00	11,00	23,00	35,00	
	Scientific research / Project workshop		13,00	6,00	2,00	2,00	3,00	
1	Research Seminar "Methods of Researching Creative Industries"	C	3,00				3,00	GPC-1, GPC-4, PC-6, UC-1
2	Career Guidance Seminar "Creative Industries"	C	4,00	4,00				PC-11, UC-2, UC-3, UC-6
3	Project Seminar "Creative Design"	C	6,00	2,00	2,00	2,00		GPC-1, GPC-4, PC-4, UC-1, UC-3, UC-4, UC-6
	Core Courses		57,00	10,00	9,00	17,00	21,00	
1	State Regulation of Creative Industries	C	5,00				5,00	GPC-1, PC-10, PC-11, PC-5, PC-6, PC-7, UC-1, UC-10, UC-2, UC-9
2	Producing Projects in Creative Industries	C	5,00				5,00	GPC-3, GPC-4, PC-3, PC-8, UC-2, UC-3, UC-6
3	Protection of Intellectual Property in the Creative Industries	C	5,00				5,00	GPC-1, PC-10, PC-4, UC-1, UC-10, UC-2
4	Digital Technologies in Creative Industries	C	13,00		3,00	4,00	6,00	GPC-2, PC-2, UC-1
5	Emotional Service (offered in a foreign language)	C	4,00			4,00		PC-1, PC-6, UC-1, UC-11, UC-5
6	Digital Literacy	C	4,00	4,00				GPC-2, UC-1
7	Data Analysis in Business	C	3,00			3,00		GPC-4, GPC-5, GPC-6, UC-1, UC-3, UC-4
8	Creative Industries: Directions, Trends, Technologies	C	18,00	6,00	6,00	6,00		GPC-1, GPC-2, PC-10, PC-11, PC-3, PC-6, PC-7, PC-9, UC-1, UC-2
	Elective courses 3 year		4,00			4,00		
1	Creative Industries in Modern Asia	E	4,00			4,00		GPC-1, GPC-2, PC-3, PC-6, PC-7, UC-1, UC-2
2	Theatre Management: Theatres, Performances, Tours	E	4,00			4,00		GPC-2, GPC-3, PC-6, UC-1, UC-2
3	Fundamentals of Art and Expo Management: Galleries, Museums, Exhibitions (offered in a foreign language)	E	4,00			4,00		GPC-2, GPC-3, PC-3, PC-6, UC-1, UC-2
	Elective courses 4 year		5,00				5,00	
1	Production of Audiovisual Product	E	5,00				5,00	GPC-2, GPC-3, PC-4, UC-1, UC-2
2	Media Production Technologies and Media Marketing	E	5,00				5,00	GPC-2, GPC-3, PC-8, UC-1, UC-2, UC-4, UC-6
	4th Year Elective Courses		6,00				6,00	

1	Digital Product Management	E	6,00				6,00	GPC-2, GPC-3, PC-4, PC-9, UC-1, UC-2, UC-4, UC-6
2	Digital Art	E	6,00				6,00	GPC-5, GPC-6, PC-2, UC-1, UC-2, UC-5
	Internship		30,00	3,00	7,00	7,00	13,00	
	Fixed		24,00	3,00	7,00	7,00	7,00	
1	Graduation Internship	C	4,00				4,00	GPC-1, GPC-2, GPC-4, GPC-6, PC-1, PC-10, PC-11, PC-12, PC-2, PC-3, PC-4, PC-5, PC-6, PC-7, PC-8, PC-9, UC-1, UC-4, UC-6
2	Project	C	12,00	3,00	3,00	3,00	3,00	GPC-1, GPC-2, GPC-4, UC-1, UC-2, UC-3, UC-4, UC-6
3	Educational and Introductory Practice	C	4,00		4,00			GPC-1, GPC-2, UC-1, UC-4, UC-6
4	Work Experience Internship	C	4,00			4,00		GPC-1, GPC-2, UC-1, UC-4, UC-6
	Free							
	Preparation of the Graduate Thesis		6,00				6,00	
1	Preparation of Graduation Thesis	C	6,00				6,00	PC-1, PC-10, PC-11, PC-12, PC-2, PC-3, PC-4, PC-5, PC-6, PC-7, PC-8, PC-9, UC-1, UC-4
	General Courses		14,00	8,00	6,00			
	Core General Courses		2,00	2,00				
1	Safe Living Basics	C	1,00	1,00				UC-8
2	Physical Training	C	1,00	1,00				UC-7
	Optional General Courses		12,00	6,00	6,00			
1	Russian History	C	4,00	4,00				UC-5
2	Foundations of Russian Statehood	C	2,00	2,00				UC-5
3	Philosophy	C	3,00		3,00			UC-3, UC-5
4	Law	C	3,00		3,00			GPC-1, UC-1, UC-10, UC-2
	Minor		20,00		10,00	10,00		
1	Minor	E	20,00		10,00	10,00		UC-1, UC-3, UC-6
	Language and Communication		1,00				1,00	
	Examinations		1,00				1,00	
1	Independent English Exam (offered in a foreign language)	C						UC-4, UC-5
2	Project Proposal (offered in a foreign language)	C	1,00				1,00	GPC-4, UC-4, UC-5
3	Independent Russian Exam	C						UC-4
4	English Language Integrative Exam (offered in a foreign language)	C						UC-4, UC-5
	Optional Courses							
1	English (offered in a foreign language)	O	14,00	8,00	6,00			UC-4
2	Academic English Writing (offered in a foreign language)	O	2,00				2,00	UC-4
	Data Culture		4,00		3,00	1,00		
1	Independent Digital Literacy Test	C						UC-1
2	Independent Programming Test. Intermediate	C						UC-1

3	Data Science, AI and Generative Models Independent Test. Intermediate	C	1,00			1,00		GPC-2, UC-1
4	Fundamentals of Python Programming	C	3,00		3,00			UC-1
5	External Examinations on Digital Skills. Entry-level	C						UC-1
6	External Examinations on Digital Skills. Intermediate Level	C						UC-1
7	External Examinations on Digital Skills. Final Level	C						UC-1
	Final State Certification (FSC)		1,00				1,00	
	Thesis Work		1,00				1,00	
1	Presenting of Graduation Thesis	C	1,00				1,00	GPC-4, UC-4
	State Examinations							

Curriculum agreed:

Academic Supervisor	Аленина К.А.	11.04.2025
Dean	ISOPESKUL O.Y.	12.04.2025
Deputy Director	ZAGORODNOVA E.P.	14.04.2025
Head of Centre for Educational Model Design	LEPESHKIN I.A.	15.04.2025

* Subject type:

Compulsory course	C
Elective course	E
Optional course	O