



National Research University Higher School of Economics (HSE)

Curriculum
Field of study 38.04.02 Management
Educational Programme "Business Development Management"
Trajectories: "Management in Experience Industry", "Project Management", "Smart-Marketing", "HR-Technologies and Analytics"

Implementing unit: -, HSE - Perm
1 st, 2025/2026 academic year

APPROVED
15.04.2025
Vice Rector

ROSHCHIN S.Y.

Signed with EDS

Length of Programme: 2 years
Years of Study: 2025/2026 - 2026/2027
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	348	342	684	342	912	
	Smart-Marketing (Applied track)			60,00	2 280	362	86	152	56	68	
	Major			36,00	1 368	310	74	140	42	54	
1	HR Technologies	C	Department of Foreign Languages	3,00	114	28		28A			
2	Internet Marketing	C	Department of Foreign Languages	6,00	228	52			26	26A	
3	Marketing Management	C	Department of Foreign Languages	6,00	228	52		36	16A		
4	Marketing Strategies	C	Department of Foreign Languages	3,00	114	28		28A			
5	Management in the Experience Industry	C	Department of Foreign Languages	3,00	114	28	28A				
6	Methodology of Management: Methods Review	C	Department of Foreign Languages	3,00	114	28		28A			
7	Strategic Management and Analysis	C	Department of Foreign Languages	6,00	228	32	12	20A			
8	Project Management: Methods, Approaches, Instruments	C	Department of Foreign Languages	3,00	114	34	34A				
9	Economics and Applied Analysis of Industrial Market	C	Joint Department of Public Administration and Municipal Management	3,00	114	28				28A	
	Key Seminars			9,00	342	48	12	12	12	12	
1	Mentor's seminar "Smart-marketing"	C	Department of Foreign Languages	9,00	342	48	12	12	12	12A	
	Magolego			6,00	228						

1	All-university Pool MAGOLEGO Courses	E		6,00	228						
	Internship			9,00	342	4			2	2	
	Fixed			9,00	342	4			2	2	
1	Course Paper	C		6,00	228	2				2A	
2	Project	C		3,00	114	2			2A		
	Management in Experience Industry (Applied track)			60,00	2 280	378	86	116	106	70	
	Major			36,00	1 368	326	74	104	92	56	
1	HR Technologies	C	Department of Foreign Languages	3,00	114	28		28A			
2	Experiential Marketing	C	Department of Foreign Languages	3,00	114	36			36A		
3	Marketing Strategies	C	Department of Foreign Languages	3,00	114	28		28A			
4	Management in the Experience Industry	C	Department of Foreign Languages	3,00	114	28	28A				
5	Methodology of Management: Methods Review	C	Department of Foreign Languages	3,00	114	28		28A			
6	Consumer Behavior in Cultural Tourism	C	Department of Foreign Languages	3,00	114	28				28A	
7	Strategic Management and Analysis	C	Department of Foreign Languages	6,00	228	32	12	20A			
8	Tour Operator Activities	C	Department of Foreign Languages	3,00	114	28			28A		
9	Museum Management: Existing Practices and Future Trends	C	Department of Foreign Languages	3,00	114	28			28A		
10	Project Management: Methods, Approaches, Instruments	C	Department of Foreign Languages	3,00	114	34	34A				
11	economics of tourism	C	Department of Foreign Languages	3,00	114	28				28A	
	Key Seminars			9,00	342	48	12	12	12	12	
1	Mentor's Seminar "Arts and Culture Management"	C	Department of Foreign Languages	9,00	342	48	12	12	12	12A	
	Magolego			6,00	228						
1	All-university Pool MAGOLEGO Courses	E		6,00	228						
	Internship			9,00	342	4			2	2	
	Fixed			9,00	342	4			2	2	
1	Course Paper	C		6,00	228	2				2A	
2	Project	C		3,00	114	2			2A		
	HR-Technologies and Analytics (Applied track)			60,00	2 280	348	86	128	60	74	
	Major			36,00	1 368	296	74	116	46	60	
1	HR Technologies	C	Department of Foreign Languages	3,00	114	28		28A			
2	Performance Management and HR Analytics	C	Department of Foreign Languages	3,00	114	30				30A	
3	Business Communications in Intercultural Space	C	Department of Foreign Languages	6,00	228	30		12	18A		Foreign language

4	Marketing Strategies	C	Department of Foreign Languages	3,00	114	28		28A			
5	Management in the Experience Industry	C	Department of Foreign Languages	3,00	114	28	28A				
6	Methodology of Management: Methods Review	C	Department of Foreign Languages	3,00	114	28		28A			
7	Corporate Culture Modeling and Talent Management	C	Department of Foreign Languages	3,00	114	30				30A	
8	Staff soft-skills development	C	Department of Foreign Languages	3,00	114	28			28A		
9	Strategic Management and Analysis	C	Department of Foreign Languages	6,00	228	32	12	20A			
10	Project Management: Methods, Approaches, Instruments	C	Department of Foreign Languages	3,00	114	34	34A				
Key Seminars				9,00	342	48	12	12	12	12	
1	Mentor's Seminar "HR-technologies and analytics"	C	Department of Foreign Languages	9,00	342	48	12	12	12	12A	
Magolego				6,00	228						
1	All-university Pool MAGOLEGO Courses	E		6,00	228						
Internship				9,00	342	4			2	2	
Fixed				9,00	342	4			2	2	
1	Course Paper	C		6,00	228	2				2A	
2	Project	C		3,00	114	2			2A		
Project Management (Applied track)				60,00	2 280	352	98	142	70	42	
Major				36,00	1 368	300	86	130	56	28	
1	HR Technologies	C	Department of Foreign Languages	3,00	114	28		28A			
2	Investment Management	C	Joint Department of Public Administration and Municipal Management	6,00	228	38	12	26A			
3	Project Management Corporate IT Systems	C	Кафедра информационных технологий в бизнесе	3,00	114	28				28A	
4	Marketing Strategies	C	Department of Foreign Languages	3,00	114	28		28A			
5	Management in the Experience Industry	C	Department of Foreign Languages	3,00	114	28	28A				
6	Methodology of Management: Methods Review	C	Department of Foreign Languages	3,00	114	28		28A			
7	Strategic Management and Analysis	C	Department of Foreign Languages	6,00	228	32	12	20A			
8	Project Team Management	C	Department of Foreign Languages	3,00	114	28			28A		
9	Program and Portfolio Management	C	Department of Foreign Languages	3,00	114	28			28A		
10	Project Management: Methods, Approaches, Instruments	C	Department of Foreign Languages	3,00	114	34	34A				
Key Seminars				9,00	342	48	12	12	12	12	

1	Mentor's seminar "Project Management"	C	Department of Foreign Languages	9,00	342	48	12	12	12	12A	
	Magolego			6,00	228						
1	All-university Pool MAGOLEGO Courses	E		6,00	228						
	Internship			9,00	342	4			2	2	
	Fixed			9,00	342	4			2	2	
1	Course Paper	C		6,00	228	2				2A	
2	Project	C		3,00	114	2			2A		

Curriculum agreed:

Academic Supervisor	Зарипова Ю.О.	14.04.2025
Dean	ZAGORODNOVA E.P.	14.04.2025
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