



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 Analitics"

Length of Programme: 2 years

Years of Study: 2025/2026 - 2026/2027

Mode of Study: Full Time

Degree: Master's degree / MBA

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

APPROVED  
15.04.2025  
Vice Rector

ROSHCHIN S.Y.  
Signed with EDS

Block Code	Course	Subject type	Department	Credits	Total Academic Hours	Contact Hours	Allocation of Contact Hours				Additional Information
							1	2	3	4	
	<b>Degree Programme</b>			<b>60,00</b>	<b>2 280</b>	<b>348</b>	<b>342</b>	<b>684</b>	<b>342</b>	<b>912</b>	
	<b>Smart-Marketing (Applied track)</b>			<b>60,00</b>	<b>2 280</b>	<b>362</b>	<b>86</b>	<b>152</b>	<b>56</b>	<b>68</b>	
	<b>Major</b>			<b>36,00</b>	<b>1 368</b>	<b>310</b>	<b>74</b>	<b>140</b>	<b>42</b>	<b>54</b>	
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		
	<b>Key Seminars</b>			<b>9,00</b>	<b>342</b>	<b>48</b>	<b>12</b>	<b>12</b>	<b>12</b>	<b>12</b>	
1	Mentor's seminar "Smart-marketing"	C	Department of Foreign Languages	9,00	342	48	12	12	12	12A	
	<b>Magolego</b>			<b>6,00</b>	<b>228</b>						

1	All-university Pool MAGOLEGO Courses	E		6,00	228						
	<b>Internship</b>			<b>9,00</b>	<b>342</b>	<b>4</b>			<b>2</b>	<b>2</b>	
	<b>Fixed</b>			<b>9,00</b>	<b>342</b>	<b>4</b>			<b>2</b>	<b>2</b>	
1	Course Paper	C		6,00	228	2				2A	
2	Project	C		3,00	114	2			2A		
	<b>Management in Experience Industry (Applied track)</b>			<b>60,00</b>	<b>2 280</b>	<b>378</b>	<b>86</b>	<b>116</b>	<b>106</b>	<b>70</b>	
	<b>Major</b>			<b>36,00</b>	<b>1 368</b>	<b>326</b>	<b>74</b>	<b>104</b>	<b>92</b>	<b>56</b>	
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	
	<b>Key Seminars</b>			<b>9,00</b>	<b>342</b>	<b>48</b>	<b>12</b>	<b>12</b>	<b>12</b>	<b>12</b>	
1	Mentor's Seminar "Arts and Culture Management"	C	Department of Foreign Languages	9,00	342	48	12	12	12	12A	
	<b>Magolego</b>			<b>6,00</b>	<b>228</b>						
1	All-university Pool MAGOLEGO Courses	E		6,00	228						
	<b>Internship</b>			<b>9,00</b>	<b>342</b>	<b>4</b>			<b>2</b>	<b>2</b>	
	<b>Fixed</b>			<b>9,00</b>	<b>342</b>	<b>4</b>			<b>2</b>	<b>2</b>	
1	Course Paper	C		6,00	228	2				2A	
2	Project	C		3,00	114	2			2A		
	<b>HR-Technologies and Analytics (Applied track)</b>			<b>60,00</b>	<b>2 280</b>	<b>348</b>	<b>86</b>	<b>128</b>	<b>60</b>	<b>74</b>	
	<b>Major</b>			<b>36,00</b>	<b>1 368</b>	<b>296</b>	<b>74</b>	<b>116</b>	<b>46</b>	<b>60</b>	
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				
<b>Key Seminars</b>				<b>9,00</b>	<b>342</b>	<b>48</b>	<b>12</b>	<b>12</b>	<b>12</b>	<b>12</b>	
1	Mentor's Seminar "HR-technologies and analytics"	C	Department of Foreign Languages	9,00	342	48	12	12	12	12A	
<b>Magolego</b>				<b>6,00</b>	<b>228</b>						
1	All-university Pool MAGOLEGO Courses	E		6,00	228						
<b>Internship</b>				<b>9,00</b>	<b>342</b>	<b>4</b>			<b>2</b>	<b>2</b>	
<b>Fixed</b>				<b>9,00</b>	<b>342</b>	<b>4</b>			<b>2</b>	<b>2</b>	
1	Course Paper	C		6,00	228	2				2A	
2	Project	C		3,00	114	2			2A		
<b>Project Management (Applied track)</b>				<b>60,00</b>	<b>2 280</b>	<b>352</b>	<b>98</b>	<b>142</b>	<b>70</b>	<b>42</b>	
<b>Major</b>				<b>36,00</b>	<b>1 368</b>	<b>300</b>	<b>86</b>	<b>130</b>	<b>56</b>	<b>28</b>	
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				
<b>Key Seminars</b>				<b>9,00</b>	<b>342</b>	<b>48</b>	<b>12</b>	<b>12</b>	<b>12</b>	<b>12</b>	

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

Elective course

C

E