



National Research University Higher School of Economics (HSE)

Basic Curriculum

Field of study 38.04.02 Management  
 Educational Programme "Retail Management"  
 Trajectories: "Retail Management"

Implementing unit: Graduate School of Business, HSE - Moscow

Years of Study: 2024/2025 - 2025/2026

Length of Programme: 2 years

Mode of Study: Full Time

Degree: Master's degree / MBA

APPROVED

06.05.2024

Vice Rector

ROSHCHIN S.Y.

Signed with EDS

Block Code	Course	Subject type	Credits	Credits by Years		Planned Educational Programme Development Results
				1	2	
	Degree Programme		120,00	60,00	60,00	
	Retail Management (Applied track)		120,00	60,00	60,00	
	Key Seminars		21,00	12,00	9,00	
	Compulsory Seminars		18,00	12,00	6,00	
1	Research Seminar "Current Retail Issues"	C	3,00	3,00		GPC-5, PC-1, PC-5, UC-1, UC-4, UC-5
2	Research Seminar "Retail Management"	C	3,00	3,00		GPC-1, GPC-2, GPC-4, PC-1, PC-7, PC-8, UC-2
3	Mentor Seminar 'Retail Management'	C	6,00	3,00	3,00	GPC-5, PC-2, PC-3, PC-4, UC-1, UC-6
4	Research Seminar "Research in the Retail Industry"	C	3,00		3,00	GPC-5, PC-5, UC-1, UC-6
5	Project Seminar "ESG Project Management in Retail"	C	3,00	3,00		GPC-3, PC-6, PC-8, UC-1, UC-2
	Elective Research Seminars		3,00		3,00	
	Block of Elective Courses "Problem analysis and decision-making"		3,00		3,00	
1	Research Seminar "Problem Structuring and Systems Thinking"	E	3,00		3,00	GPC-3, PC-1, PC-10, PC-6, PC-8, UC-1, UC-2, UC-6
2	Research Seminar "Critical Thinking and Problem Solving"	E	3,00		3,00	GPC-3, GPC-5, PC-2, UC-1
	Internship		24,00	6,00	18,00	
	Project Internship		21,00	6,00	15,00	
1	Consulting Project in Retail	C	3,00		3,00	GPC-1, PC-1, PC-3, PC-5, PC-8, UC-2
2	Project in Retail Strategy	C	3,00	3,00		GPC-1, PC-1, PC-3, PC-5, PC-8, UC-2
3	Course Project "Practices of Sustainable Development"	C	3,00	3,00		GPC-1, GPC-3, PC-3, PC-7, PC-9, UC-1, UC-3

4	Preparation of the Final Qualifying Work	C	12,00		12,00	GPC-2, GPC-5, PC-10, PC-7, PC-9, UC-1, UC-6
	Professional Internship		3,00		3,00	
1	Work Experience Internship	C	3,00		3,00	GPC-3, GPC-4, PC-1, PC-6, PC-8, UC-3
	Major		63,00	39,00	24,00	
	Basic Components		51,00	39,00	12,00	
1	Strategic Thinking and Strategic Analysis	C	6,00	6,00		GPC-4, PC-2, PC-8, UC-3, UC-4
2	Financial Management: Financial Analysis and New Business Models	C	6,00	6,00		GPC-1, GPC-5, PC-5, PC-6, PC-7, PC-8, UC-1, UC-6
3	Data Science and the Application of Artificial Intelligence in Retail	C	6,00		6,00	GPC-2, PC-10, PC-5, PC-6, PC-9, UC-4, UC-6
4	Marketing Management in Retail	C	6,00	6,00		GPC-1, PC-5, UC-4, UC-5, UC-6
5	Online Retail: Digital-marketing and Digital Solutions in E-Commerce	C	6,00	6,00		GPC-2, PC-6, PC-8, UC-2
6	Consumer Behaviour and Customer Experience Management	C	6,00	6,00		GPC-2, GPC-3, PC-1, PC-4, UC-4, UC-5
7	Retail Economics and Intra-Company Entrepreneurship	C	6,00		6,00	GPC-4, PC-10, PC-5, PC-6, UC-2
8	Business Analytics and AI in Applied Retail Tasks	C	3,00	3,00		GPC-2, PC-10, PC-5, PC-6, PC-9, UC-4
9	Offline Retail: Management of the Retail Chain	C	6,00	6,00		GPC-2, PC-2, UC-2
	Elective Courses		12,00		12,00	
	Block of Elective Courses "Functional Retail Management"		9,00		9,00	
1	Cost Management and Pricing in Retail	E	3,00		3,00	GPC-2, GPC-3, PC-6, UC-6
2	Logistics and Supply Chain Management in Retail	E	3,00		3,00	GPC-2, GPC-3, PC-6, UC-6
3	Fashion Retail: Fashion Industry Management	E	3,00		3,00	GPC-4, PC-7, UC-4
4	Retail ESG Best Practices	E	3,00		3,00	GPC-3, GPC-5, PC-4, UC-4, UC-5
5	Entrepreneurship and Sales on Marketplaces	E	3,00		3,00	GPC-3, GPC-4, PC-1, PC-10, PC-8, UC-6
	Block of Elective Disciplines "Applied Marketing in Retail"		3,00		3,00	
1	Branding and Marketing Communications in Retail	E	3,00		3,00	GPC-4, PC-3, UC-4, UC-5
2	Commercial Strategies and Category Management in Retail	E	3,00		3,00	GPC-1, GPC-3, PC-1, PC-7, UC-1
	Magolego		9,00	3,00	6,00	
1	All-university Pool MAGOLEGO Courses	E	9,00	3,00	6,00	GPC-3, GPC-4, GPC-5, PC-3, PC-4, UC-2, UC-4, UC-5, UC-6
	Final State Certification (FSC)		3,00		3,00	
1	Final Qualification Paper	C	3,00		3,00	GPC-1, GPC-3, GPC-5, PC-5, PC-6, UC-1, UC-2, UC-6

**Curriculum agreed:**

Academic Supervisor	LEBEDEV A.V.	02.05.2024
Dean	GABRIELOV A.O.	06.05.2024
Head of Centre for Educational Model Design	LEPESHKIN I.A.	06.05.2024

\* Subject type:

Compulsory course      C

Elective course        E