



National Research University Higher School of Economics (HSE)

Basic Curriculum

Field of study 39.04.01 Sociology

Educational Programme "Social Analysis of Markets on Digital and Survey Data"

Trajectories: "Social Analysis of Markets on Digital and Survey Data"

Implementing unit: Faculty of Social Sciences, HSE - Moscow

APPROVED

26.04.2024

Vice Rector

ROSHCHIN S.Y.

Signed with EDS

Years of Study: 2024/2025 - 2025/2026

Length of Programme: 2 years

Mode of Study: Full Time

Degree: Master's degree / MBA

Block Code	Course	Subject type	Credits	Credits by Years		Planned Educational Programme Development Results
				1	2	
	Degree Programme		120,00	60,00	60,00	
	Social Analysis of Markets on Digital and Survey Data (General track)		120,00	60,00	60,00	
	Key Seminars		21,00	10,00	11,00	
	Research seminar		18,00	9,00	9,00	
1	Research Seminar of the Department of Collection and Analysis of Sociological Information	E	18,00	9,00	9,00	GPC-1.SOC, GPC-2.SOC, GPC-3.SOC, GPC-4.SOC, PC-2, PC-4, UC-1, UC-2, UC-3, UC-5, UC-6
2	Research Seminar of the Department of Economic Sociology	E	18,00	9,00	9,00	GPC-1.SOC, GPC-2.SOC, GPC-3.SOC, GPC-4.SOC, PC-2, PC-4, UC-1, UC-2, UC-3, UC-5, UC-6
	Mentor's Workshop		3,00	1,00	2,00	
1	Mentor's Seminar Social Analysis of Markets on Digital and Survey Data	C	3,00	1,00	2,00	GPC-1.SOC, UC-6
	Internship		27,00	2,00	25,00	
	Research Internship		27,00	2,00	25,00	
1	Work Experience Internship	C	12,00		12,00	GPC-1.SOC, PC-3, UC-1, UC-4, UC-5
2	Term Paper	C	2,00	2,00		GPC-1.SOC, GPC-2.SOC, GPC-3.SOC, PC-1, PC-4, UC-1
3	Graduation Thesis	C	13,00		13,00	GPC-1.SOC, GPC-2.SOC, GPC-3.SOC, GPC-4.SOC, PC-1, UC-1
	Major		54,00	42,00	12,00	
	Compulsory Courses		24,00	24,00		

1	Methods of Sampling	C	6,00	6,00		GPC-2.SOC, GPC-4.SOC, PC-1
2	Consumer Behavior: Workshop	C	6,00	6,00		GPC-1.SOC, GPC-3.SOC, GPC-4.SOC, PC-1, PC-4, UC-1, UC-2, UC-4, UC-6
3	Applied Analysis of Consumer Markets	C	6,00	6,00		GPC-2.SOC, GPC-4.SOC, PC-3, PC-4, UC-4
4	Automated Big Data Collection in Economic Sociology Studies	C	6,00	6,00		GPC-1.SOC, PC-2, PC-3
Elective Courses 2nd year			12,00	12,00		
1	Applied Research in Labor and Employment	E	3,00		3,00	GPC-1.SOC, GPC-2.SOC, GPC-4.SOC, PC-1, PC-3, UC-1, UC-6
2	Panel Data: Analysis and Applications for the Social Sciences (offered in a foreign language)	E	3,00		3,00	GPC-1.SOC, PC-2
3	Contemporary Research on Media Consumption	E	3,00		3,00	GPC-1.SOC, GPC-2.SOC, PC-1, PC-2, PC-4, UC-1, UC-2, UC-4
4	SQL for working with market data	E	3,00		3,00	GPC-1.SOC, PC-3, PC-4, UC-1
5	Qualitative Methods	E	3,00		3,00	GPC-4.SOC, PC-2, PC-3, UC-4
Elective Courses 1st year			18,00	18,00		
1	Introduction to Data Mining	E	6,00	6,00		GPC-1.SOC, GPC-2.SOC, GPC-3.SOC, GPC-4.SOC, PC-2, PC-4, UC-1, UC-3, UC-6
2	Qualitative Methods	E	3,00	3,00		GPC-4.SOC, PC-2, PC-3, UC-4
3	Computer Methods for Analyzing Sociological Data	E	6,00	6,00		PC-1, PC-2, UC-6
4	Big Data from Social Media: Collection and Exploratory Analysis	E	6,00	6,00		GPC-1.SOC, GPC-2.SOC, GPC-3.SOC, GPC-4.SOC, PC-1, PC-4, UC-1, UC-4, UC-6
5	Sociology of Mass Communication	E	6,00	6,00		GPC-2.SOC, GPC-3.SOC, GPC-4.SOC, PC-1, UC-1, UC-2, UC-4, UC-5, UC-6
6	Economic Sociology	E	3,00	3,00		PC-3, UC-6
7	Big Data Analysis in Customer Behavior Research	E	6,00	6,00		GPC-1.SOC, PC-1, PC-2
Magolego			15,00	6,00	9,00	
1	All-university Pool MAGOLEGO Courses	E	15,00	6,00	9,00	UC-1, UC-6
Final State Certification (FSC)			3,00		3,00	
1	Final Qualification Paper	C	3,00		3,00	GPC-1.SOC, GPC-2.SOC, GPC-3.SOC, GPC-4.SOC, PC-1, PC-2, PC-3, UC-1, UC-2, UC-3, UC-5, UC-6

**Curriculum agreed:**

Academic Supervisor

25.04.2024

Dean

MELVILLE A.Y.

25.04.2024

Head of Centre for  
Educational Model Design

LEPESHKIN I.A.

26.04.2024

\* Subject type:

Compulsory course

C

Elective course

E