



National Research University Higher School of Economics (HSE)

Basic Curriculum

Field of study 38.03.02 Management
 Educational Programme "Marketing and Market Analytics"
 Implementing unit: Graduate School of Business, HSE - Moscow

APPROVED
 10.06.2024
 Vice Rector
 ROSHCHIN S.Y.
 Signed with EDS

Years of Study: 2024/2025 - 2027/2028

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	46,00	36,00	43,00	45,00	
	Core Professional Block (Major)		84,00	35,00	27,00	19,00	3,00	
	Subject Areas		84,00	35,00	27,00	19,00	3,00	
1	Leadership	C	3,00				3,00	GPC-3, UC-3
2	Logistics and Supply Chain Management	C	3,00			3,00		GPC-1, PC-10, PC-5, PC-7
3	Management: Concepts and Technologies of the 21st Century	C	4,00	4,00				PC-13, PC-6, PC-9, UC-2, UC-9
4	Operations and Process Management	C	5,00		5,00			GPC-1, PC-10, PC-5, UC-2, UC-6, UC-9
5	Organizational Behavior	C	4,00		4,00			GPC-3, PC-10, PC-14, PC-6, PC-8, UC-3
6	Entrepreneurship	C	3,00		3,00			GPC-4, PC-14, PC-4, PC-5, PC-6
7	Managerial decision-making	C	4,00			4,00		GPC-1, GPC-3, PC-10, PC-13, PC-4, PC-5, PC-6, UC-1, UC-9
8	Strategic Management	C	4,00			4,00		PC-10, PC-13, PC-6, UC-2, UC-9
9	Project Management	C	4,00			4,00		PC-10, PC-11, PC-12, PC-4, PC-9, UC-2, UC-4, UC-6
10	Human Resource Management	C	4,00			4,00		GPC-3, PC-10, PC-14, PC-6, PC-8, UC-4
11	Financial and Managerial Accounting	C	4,00		4,00			GPC-1, PC-13, PC-6, UC-9
12	Financial Management	C	5,00		5,00			GPC-1, PC-13, PC-6, PC-9, UC-9
13	Business Ethics and CSR	C	3,00		3,00			GPC-3, PC-12, PC-8, UC-10, UC-11, UC-8
14	Business Statistics	C	4,00	4,00				GPC-1, UC-1
15	Business Communications	C	3,00		3,00			GPC-3, PC-1, PC-4, UC-3, UC-4
16	Marketing	C	4,00	4,00				GPC-2, PC-11, PC-12, PC-2, PC-3, PC-4, PC-5, PC-7

17	Calculus	C	6,00	6,00				GPC-1, UC-1
18	Macroeconomics	C	5,00	5,00				GPC-1, UC-1
19	Microeconomics	C	5,00	5,00				GPC-1, UC-1
20	Probability Theory and Mathematical Statistics	C	4,00	4,00				GPC-1, UC-1
21	Sustainable Development and Corporative ESG Practices	C	3,00	3,00				GPC-3, PC-12, UC-10, UC-11, UC-8
	Elective Professional Block (Major)		86,00	11,00	9,00	24,00	42,00	
	Electives Pool 1		3,00			3,00		
1	Statistical Analysis (SPSS)	E	3,00			3,00		GPC-1, GPC-5, GPC-6, UC-1
2	Statistical Analysis and Data Visualization in R and Python	E	3,00			3,00		GPC-1, GPC-5, GPC-6, UC-1
	Electives Pool 2		3,00				3,00	
1	An Introduction to Consumer Neuroscience & Neuromarketing	E	3,00				3,00	GPC-5, GPC-6, PC-1, PC-11, PC-5, UC-9
2	Internet Entrepreneurship	E	3,00				3,00	GPC-5, GPC-6, PC-1, PC-11, PC-5, UC-9
3	B2B Marketing	E	3,00				3,00	GPC-2, PC-10, PC-11, PC-2
	Electives Pool 3		3,00				3,00	
1	Marketing in the Fashion Industry	E	3,00				3,00	GPC-2, PC-10, PC-11
2	Introduction to Territory Branding	E	3,00				3,00	GPC-1, PC-10, PC-11, UC-1
3	Sports Marketing	E	3,00				3,00	GPC-2, PC-10, PC-11
	Electives Pool 4		3,00				3,00	
1	Service management	E	3,00				3,00	GPC-6, PC-1, PC-10, PC-2, PC-5, PC-6, UC-2, UC-9
2	E-Commerce Skills	E	3,00				3,00	GPC-1, GPC-2, GPC-5, GPC-6, PC-5, PC-7, PC-9, UC-4
3	Omnichannel Retail	E	3,00				3,00	GPC-1, PC-10, PC-11, UC-1
	Дополнение профессионального модуля		74,00	11,00	9,00	21,00	33,00	
1	Introduction into Python	C	3,00			3,00		GPC-1, GPC-5
2	Research Seminar on Thesis Preparation	C	4,00				4,00	GPC-2, UC-1
3	Project Seminar "SWOT Analysis"	C	2,00	2,00				PC-1, PC-11, PC-14, PC-3, PC-4, PC-5, PC-7, UC-1, UC-2
4	Project Seminar "Management Consulting"	C	2,00			2,00		GPC-1, GPC-5, PC-1, PC-11, PC-14, PC-3, PC-4, PC-6, PC-7, UC-1, UC-2, UC-4
5	Project Seminar "Team Management"	C	2,00			2,00		PC-1, PC-11, PC-14, PC-3, PC-4, PC-5, PC-7, UC-1, UC-2
6	Career Guidance Seminar "Managerial profession in the modern world"	C	4,00	4,00				GPC-2, UC-2
7	Project Seminar "Marketing Planning"	C	2,00			2,00		GPC-1, PC-1, PC-11, PC-3, PC-5, PC-6, UC-1, UC-2
8	Customer Analytics	C	5,00				5,00	GPC-2, PC-2, PC-8, UC-1, UC-4
9	Branding	C	3,00			3,00		PC-11, PC-2, PC-5, UC-4
10	Marketing Strategy	C	3,00				3,00	GPC-4, PC-10, PC-13, PC-4, PC-5, UC-2, UC-9

11	Marketing Research	C	5,00			5,00		GPC-2, GPC-5, PC-1, PC-2, UC-1
12	Marketing Communications	C	4,00			4,00		PC-11, PC-12, PC-4, PC-7, PC-9, UC-5, UC-8
13	International Marketing (offered in a foreign language)	C	4,00				4,00	PC-11, PC-13, PC-2, PC-5, UC-5
14	IT in Business	C	3,00			3,00		GPC-1, PC-1, PC-11, PC-3, PC-6, UC-1
15	Consumer Behaviour	C	4,00			4,00		GPC-2, PC-2, PC-8, UC-1
16	Tactical Tools of Marketing	C	3,00				3,00	GPC-4, PC-10, PC-13, PC-4, PC-5, UC-1, UC-2
17	Information Systems and Organisations	C	3,00				3,00	GPC-5, GPC-6, PC-1, UC-1
18	Business Intelligence Technologies	C	3,00				3,00	GPC-5, GPC-6, PC-1, UC-1
19	Pricing	C	4,00				4,00	PC-10, PC-13, PC-4, PC-5, UC-9
20	Digital Literacy	C	5,00	5,00				GPC-5, GPC-6, UC-4
21	Marketing Metrics	C	4,00				4,00	GPC-4, PC-10, PC-13, PC-4, PC-5, UC-2, UC-9
22	Digital Marketing	C	2,00		2,00			GPC-5, GPC-6, PC-1, PC-11, PC-2, PC-3, PC-5, PC-7, PC-9, UC-1
	Internship		30,00	5,00	5,00	7,00	13,00	
	Professional Internship		2,00			2,00		
1	Work Experience Internship	C	2,00			2,00		GPC-1, PC-11, UC-1, UC-2
	Project Internship		17,00	5,00	5,00	5,00	2,00	
1	Course Project: Marketing Plan	C	5,00		5,00			GPC-1, GPC-2, PC-13, PC-3, PC-4, PC-5, PC-6
2	Course Project: Consulting Project	C	5,00			5,00		GPC-1, GPC-2, PC-13, PC-3, PC-4, PC-5, PC-6
3	Course Project "SWOT Analysis"	C	5,00	5,00				GPC-1, GPC-2, PC-13, PC-3, PC-4, PC-5, PC-6
4	Students Elective Projects in CSR	C	2,00				2,00	GPC-1, GPC-2, GPC-3, PC-13, PC-3, PC-4, PC-5, PC-6, UC-10, UC-11, UC-8
	Research Internship		11,00				11,00	
1	Graduation Internship	C	2,00				2,00	GPC-1, PC-11, UC-1, UC-2
2	Preparation of Graduation Thesis	C	9,00				9,00	GPC-3, PC-1, UC-1, UC-2, UC-4, UC-6, UC-7
	General Courses		14,00	9,00	5,00			
	Core General Courses		2,00	1,00	1,00			
1	Safe Living Basics	C	1,00	1,00				UC-7, UC-8
2	Physical Training	C	1,00		1,00			UC-7
	Optional General Courses		12,00	8,00	4,00			
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				GPC-6, UC-11, UC-5
4	Legal Literacy	C	3,00	3,00				GPC-1
	Minor		20,00		10,00	10,00		
1	Minor	C	20,00		10,00	10,00		UC-1, UC-5, UC-6

	English		1,00				1,00	
	Examinations		1,00				1,00	
1	Independent English Exam (offered in a foreign language)	C						UC-4
2	Project Proposal (offered in a foreign language)	C	1,00				1,00	UC-1, UC-4
3	English Language Integrative Exam (offered in a foreign language)	C						UC-4
	Optional Courses							
1	Academic Writing in English (offered in a foreign language)	O	2,00				2,00	UC-4
2	English (offered in a foreign language)	O	14,00	8,00	6,00			UC-4
	Data Culture		4,00		4,00			
1	Data Science, AI and Generative Models Independent Test. Intermediate	C	1,00		1,00			GPC-5, GPC-6, UC-1
2	Independent Programming Test. Intermediate	C						GPC-5, GPC-6, UC-1
3	Introduction to Data Science	C	3,00		3,00			GPC-5
4	Independent Digital Literacy Test	C						GPC-5, GPC-6, UC-1
5	External Examinations on Digital Skills. Entry-level	C						GPC-2, GPC-5
6	External Examinations on Digital Skills. Final Level	C						GPC-2, GPC-5, GPC-6
7	External Examinations on Digital Skills. Intermediate Level	C						GPC-2, GPC-5
	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-2, GPC-4, UC-1, UC-4
	State Examinations							

Curriculum agreed:

Academic Supervisor	MURAVSKIY D.V.	23.05.2024
Dean	GABRIELOV A.O.	24.05.2024
Head of Centre for Educational Model Design	LEPESHKIN I.A.	04.06.2024

* Subject type:

Compulsory course	C
Elective course	E
Optional course	O