



National Research University Higher School of Economics (HSE)

Basic Curriculum

Field of study 38.04.05 Business Informatics
 Educational Programme "Digital Product Management"
 Trajectories: "Digital Product Management"

Implementing unit: Graduate School of Business, HSE - Moscow

APPROVED
 20.05.2024
 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	
	Digital Product Management (Applied track)		120,00	60,00	60,00	
	Key Seminars		21,00	9,00	12,00	
1	Research Seminar "Digital Product Management Models"	C	9,00	3,00	6,00	GPC-5.BUI, PC-1, PC-11, PC-7, UC-4, UC-5
2	Mentor's Seminar	C	6,00	3,00	3,00	GPC-4.BUI, PC-12, PC-3, PC-6, UC-1, UC-2, UC-3, UC-4, UC-5, UC-6
3	Project Seminar "Soft Skills for Project Work"	C	6,00	3,00	3,00	GPC-4.BUI, PC-10, PC-12, UC-5, UC-6
	Internship		39,00	9,00	30,00	
	Project Internship		6,00	3,00	3,00	
1	Project	E	3,00		3,00	GPC-2.BUI, PC-1, PC-7, PC-8, UC-1, UC-2
2	Project	C	3,00	3,00		GPC-2.BUI, PC-1, PC-7, PC-8, UC-1, UC-2
	Professional Internship		9,00		9,00	
1	Work Experience Internship	C	9,00		9,00	GPC-1.BUI, GPC-2.BUI, GPC-3.BUI, GPC-4.BUI, GPC-5.BUI, PC-1, PC-10, PC-11, PC-12, PC-2, PC-3, PC-4, PC-5, PC-6, PC-7, PC-8, PC-9, UC-1, UC-2, UC-3, UC-4, UC-5, UC-6
	Research Internship		24,00	6,00	18,00	
1	Term Paper	C	6,00	6,00		GPC-2.BUI, GPC-3.BUI, GPC-4.BUI, GPC-5.BUI, PC-1, PC-2, PC-3, PC-4, UC-1, UC-2, UC-3, UC-4, UC-6

2	Graduation Thesis	C	18,00		18,00	GPC-1.BUI, GPC-2.BUI, GPC-3.BUI, GPC-4.BUI, GPC-5.BUI, PC-1, PC-10, PC-11, PC-12, PC-2, PC-3, PC-4, PC-5, PC-6, PC-7, PC-8, PC-9, UC-1, UC-2, UC-3, UC-4, UC-5, UC-6
	Major		48,00	33,00	15,00	
	Core Courses		18,00	18,00		
1	Design Thinking to a Product Concept Creation	C	6,00	6,00		GPC-1.BUI, GPC-2.BUI, GPC-5.BUI, PC-1, PC-2, PC-3, PC-4, PC-9, UC-1, UC-4, UC-5
2	Data Science for Business	C	3,00	3,00		GPC-1.BUI, GPC-3.BUI, PC-1, PC-11, PC-4, UC-1, UC-6
3	Enterprise Architecture Perfecting	C	3,00	3,00		GPC-1.BUI, GPC-5.BUI, PC-10, PC-11, PC-3, UC-1, UC-3, UC-4
4	Product Management	C	3,00	3,00		GPC-3.BUI, GPC-4.BUI, GPC-5.BUI, PC-1, PC-4, PC-5, PC-8, PC-9, UC-2, UC-5
5	Project Management	C	3,00	3,00		GPC-2.BUI, GPC-4.BUI, PC-11, PC-6, UC-2, UC-3
	Introduction to the Product Management		15,00	15,00		
1	Data driven product development	E	3,00	3,00		GPC-3.BUI, PC-2, UC-2
2	UX/UI design	E	3,00	3,00		GPC-1.BUI, PC-7, PC-8, PC-9, UC-4, UC-5
3	No Code Programming	E	3,00	3,00		GPC-2.BUI, PC-10, PC-5, PC-7, UC-1, UC-4, UC-6
4	Digital Business Models	E	3,00	3,00		GPC-2.BUI, GPC-3.BUI, GPC-5.BUI, PC-10, PC-11, PC-4, PC-7, UC-1, UC-4
5	Software Development Management	E	3,00	3,00		GPC-1.BUI, GPC-2.BUI, GPC-3.BUI, PC-6, PC-7, UC-2, UC-3, UC-4, UC-5
6	Product marketing	E	3,00	3,00		GPC-1.BUI, GPC-2.BUI, GPC-5.BUI, PC-2, PC-3, PC-4, PC-5, PC-7, PC-9, UC-1, UC-5, UC-6
	Advanced Digital Product Management Tools		15,00		15,00	
1	Machine Learning and Big Data Mining	C	3,00		3,00	GPC-2.BUI, PC-7, PC-8, UC-1
2	Applied methods of data collection, analysis and visualization	C	3,00		3,00	GPC-2.BUI, GPC-3.BUI, PC-10, PC-11, UC-1
3	Marketing communications	C	3,00		3,00	GPC-1.BUI, GPC-4.BUI, PC-1, PC-7, PC-8, UC-4, UC-5, UC-6
4	Investment Valuation	C	3,00		3,00	GPC-4.BUI, GPC-5.BUI, PC-11, PC-12, PC-3, UC-1, UC-6
5	Product copywriting	C	3,00		3,00	GPC-4.BUI, PC-12, PC-9, UC-4, UC-5, UC-6
	Magolego		9,00	9,00		

1	All-university Pool MAGOLEGO Courses	E	9,00	9,00		GPC-1.BUI, GPC-2.BUI, GPC-3.BUI, GPC-4.BUI, GPC-5.BUI, UC-1, UC-2, UC-3, 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.BUI, GPC-2.BUI, GPC-3.BUI, GPC-4.BUI, GPC-5.BUI

Curriculum agreed:

Academic Supervisor VOLOSCHUK P.V. 15.05.2024

Dean GABRIELOV A.O. 15.05.2024

Head of Centre for Educational Model Design LEPESHKIN I.A. 15.05.2024

* Subject type:

Compulsory course C

Elective course E