



National Research University Higher School of Economics (HSE)

Basic 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 Analytics"

Implementing unit: -, HSE - Perm

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	
	Project Management (Applied track)		120,00	60,00	60,00	
	Key Seminars		21,00	9,00	12,00	
1	Project Seminar "Project Management"	C	6,00		6,00	GPC-1.MAN, PC-1, PC-2, PC-5, UC-3, UC-5
2	Mentor's seminar "Project Management"	C	15,00	9,00	6,00	GPC-1.MAN, PC-1, PC-2, PC-3, UC-1, UC-3
	Internship		27,00	9,00	18,00	
	Project Internship		3,00	3,00		
1	Project	C	3,00	3,00		GPC-1.MAN, GPC-2.MAN, GPC-4.MAN, PC-1, PC-4, UC-1, UC-2, UC-3, UC-5
	Professional Internship		3,00		3,00	
1	Research Internship	C	3,00		3,00	GPC-1.MAN, GPC-2.MAN, GPC-4.MAN, PC-4, UC-1, UC-2, UC-3, UC-5
	Research Internship		21,00	6,00	15,00	
1	Course Paper	C	6,00	6,00		GPC-1.MAN, GPC-2.MAN, GPC-5.MAN, PC-1, UC-1, UC-2
2	Preparation of the final qualification work	C	15,00		15,00	GPC-1.MAN, GPC-2.MAN, GPC-5.MAN, PC-1, PC-5, UC-1, UC-2
	Major		60,00	36,00	24,00	
1	Project Management Corporate IT Systems	C	3,00	3,00		GPC-3.MAN, GPC-4.MAN, PC-2, PC-3, UC-1, UC-6

2	Investment Management	C	6,00	6,00		GPC-1.MAN, GPC-2.MAN, GPC-5.MAN, PC-5, UC-1, UC-2
3	Project Team Management	C	3,00	3,00		GPC-2.MAN, GPC-3.MAN, GPC-4.MAN, PC-1, PC-2, PC-4, UC-1, UC-3
4	Project, program and portfolio management	C	3,00	3,00		GPC-1.MAN, GPC-4.MAN, PC-1, PC-2, UC-4, UC-5
5	HR Technologies	C	3,00	3,00		GPC-1.MAN, GPC-3.MAN, GPC-4.MAN, GPC-5.MAN, PC-3, PC-4, UC-1, UC-2
6	Marketing Strategies	C	3,00	3,00		GPC-1.MAN, GPC-3.MAN, GPC-4.MAN, GPC-5.MAN, PC-3, PC-4, UC-1, UC-2
7	Methodology of Management: Methods Review	C	3,00	3,00		GPC-1.MAN, GPC-3.MAN, GPC-4.MAN, GPC-5.MAN, PC-3, PC-4, PC-5, UC-1, UC-2, UC-4, UC-5
8	Management Strategies: Strategic Management	C	6,00	6,00		GPC-1.MAN, GPC-2.MAN, GPC-3.MAN, GPC-4.MAN, GPC-5.MAN, PC-1, PC-2, PC-3, PC-4, UC-1, UC-2, UC-3
9	Project management: methods, approaches, tools	C	3,00	3,00		GPC-1.MAN, GPC-3.MAN, GPC-4.MAN, GPC-5.MAN, PC-3, PC-4, UC-1, UC-2, UC-6
10	Management in the Experience Industry: Tools and Technologies	C	3,00	3,00		GPC-1.MAN, GPC-3.MAN, GPC-4.MAN, GPC-5.MAN, PC-3, PC-4, UC-1, UC-2
11	Agile-management	C	6,00		6,00	GPC-1.MAN, GPC-4.MAN, PC-1, PC-2, PC-3, PC-4, UC-2, UC-4, UC-5
12	Design Thinking	C	6,00		6,00	GPC-1.MAN, GPC-4.MAN, PC-1, PC-2, PC-3, PC-4, UC-1, UC-2, UC-4, UC-5, UC-6
13	Digital Product Management	C	6,00		6,00	GPC-1.MAN, GPC-2.MAN, GPC-3.MAN, PC-3, PC-4, UC-1, UC-2, UC-4
14	Project Risk Management	C	6,00		6,00	GPC-1.MAN, GPC-2.MAN, GPC-3.MAN, PC-3, PC-4, UC-1, UC-2, UC-4
	<b>Magolego</b>		<b>9,00</b>	<b>6,00</b>	<b>3,00</b>	
1	All-university Pool MAGOLEGO Courses	E	9,00	6,00	3,00	GPC-1.MAN, PC-4, PC-5, UC-1
	Final State Certification (FSC)		3,00		3,00	
1	Final Qualification Paper	C	3,00		3,00	GPC-2.MAN, PC-1, PC-2, UC-2
	<b>HR-Technologies and Analytics (Applied track)</b>		<b>120,00</b>	<b>60,00</b>	<b>60,00</b>	
	<b>Key Seminars</b>		<b>21,00</b>	<b>9,00</b>	<b>12,00</b>	
1	Mentor's Seminar "HR-technologies and analytics"	C	15,00	9,00	6,00	GPC-1.MAN, PC-1, PC-2, PC-3, PC-5, UC-1, UC-3
2	Project seminar "HR technologies and analytics"	C	6,00		6,00	GPC-1.MAN, PC-1, PC-2, UC-3, UC-5
	<b>Internship</b>		<b>27,00</b>	<b>9,00</b>	<b>18,00</b>	
	<b>Project Internship</b>		<b>3,00</b>	<b>3,00</b>		
1	Project	C	3,00	3,00		GPC-1.MAN, GPC-2.MAN, GPC-4.MAN, PC-3, PC-5, UC-1, UC-2, UC-3, UC-5

	Professional Internship		3,00		3,00	
1	Research Internship	C	3,00		3,00	GPC-1.MAN, GPC-2.MAN, GPC-4.MAN, PC-2, PC-3, PC-4, UC-1, UC-2, UC-3, UC-5
	Research Internship		21,00	6,00	15,00	
1	Course Paper	C	6,00	6,00		GPC-1.MAN, GPC-2.MAN, GPC-5.MAN, PC-1, UC-1, UC-2
2	Preparation of the Final Qualifying Work	C	15,00		15,00	GPC-1.MAN, GPC-2.MAN, GPC-5.MAN, PC-1, PC-5, UC-1, UC-2
	Major		60,00	36,00	24,00	
1	Performance Management and HR analytics	C	3,00	3,00		GPC-1.MAN, GPC-2.MAN, GPC-5.MAN, PC-5, UC-1, UC-2
2	Business Communications in Intercultural Space (offered in a foreign language)	C	6,00	6,00		GPC-1.MAN, GPC-4.MAN, PC-1, PC-2, UC-4, UC-5
3	Corporate Culture Modeling and Talent Management	C	3,00	3,00		GPC-2.MAN, GPC-3.MAN, GPC-4.MAN, PC-1, PC-2, PC-4, UC-1, UC-3
4	Staff soft-skills development	C	3,00	3,00		GPC-3.MAN, GPC-4.MAN, PC-2, PC-3, UC-1, UC-6
5	HR Technologies	C	3,00	3,00		GPC-1.MAN, GPC-3.MAN, GPC-4.MAN, GPC-5.MAN, PC-3, PC-4, UC-1, UC-2
6	Marketing Strategies	C	3,00	3,00		GPC-1.MAN, GPC-3.MAN, GPC-4.MAN, GPC-5.MAN, PC-3, PC-4, UC-1, UC-2
7	Methodology of Management: Methods Review	C	3,00	3,00		GPC-1.MAN, GPC-3.MAN, GPC-4.MAN, GPC-5.MAN, PC-3, PC-4, PC-5, UC-1, UC-2, UC-4, UC-5
8	Management Strategies: Strategic Management	C	6,00	6,00		GPC-1.MAN, GPC-2.MAN, GPC-3.MAN, GPC-4.MAN, GPC-5.MAN, PC-1, PC-2, PC-3, PC-4, UC-1, UC-2, UC-3
9	Project management: methods, approaches, tools	C	3,00	3,00		GPC-1.MAN, GPC-3.MAN, GPC-4.MAN, GPC-5.MAN, PC-3, PC-4, UC-1, UC-2, UC-6
10	Management in the Experience Industry: Tools and Technologies	C	3,00	3,00		GPC-1.MAN, GPC-3.MAN, GPC-4.MAN, GPC-5.MAN, PC-3, PC-4, UC-1, UC-2
11	Smart-HR: Information Systems and Digital Technologies	C	6,00		6,00	GPC-1.MAN, GPC-2.MAN, GPC-3.MAN, PC-3, PC-4, UC-1, UC-2, UC-4
12	Corporate Training Constructor	C	3,00		3,00	GPC-1.MAN, GPC-3.MAN, GPC-4.MAN, PC-2, PC-3, PC-4, UC-2, UC-6
13	Strategic HR Management	C	3,00		3,00	GPC-1.MAN, GPC-3.MAN, GPC-4.MAN, PC-2, PC-3, UC-1, UC-4
14	HR Brand Management	C	6,00		6,00	GPC-1.MAN, GPC-4.MAN, PC-1, PC-2, PC-3, UC-2, UC-3, UC-4
15	Management and Career Consulting (offered in a foreign language)	C	6,00		6,00	GPC-1.MAN, GPC-4.MAN, PC-1, PC-2, PC-3, PC-4, UC-1, UC-2, UC-4, UC-5

	Magolego		9,00	6,00	3,00	
1	All-university Pool MAGOLEGO Courses	E	9,00	6,00	3,00	GPC-1.MAN, PC-4, PC-5, UC-1, UC-2, UC-3
	Final State Certification (FSC)		3,00		3,00	
1	Final Qualification Paper	C	3,00		3,00	GPC-2.MAN, PC-1, PC-2, UC-2
	Management in Experience Industry (Applied track)		120,00	60,00	60,00	
	Key Seminars		21,00	9,00	12,00	
1	Mentor`s Seminar "Arts and Culture Management"	C	15,00	9,00	6,00	GPC-1.MAN, PC-1, PC-2, PC-3, UC-1, UC-3
2	Master classes of practitioners	C	6,00		6,00	GPC-1.MAN, PC-1, PC-4, PC-5, UC-3, UC-5
	Internship		27,00	9,00	18,00	
	Project Internship		3,00	3,00		
1	Project	C	3,00	3,00		GPC-1.MAN, GPC-2.MAN, GPC-4.MAN, PC-2, PC-4, UC-1, UC-2, UC-3, UC-5
	Professional Internship		3,00		3,00	
1	Research Internship	C	3,00		3,00	GPC-1.MAN, GPC-2.MAN, GPC-4.MAN, PC-2, PC-4, UC-1, UC-2, UC-3, UC-5
	Research Internship		21,00	6,00	15,00	
1	Course Paper	C	6,00	6,00		GPC-1.MAN, GPC-2.MAN, GPC-5.MAN, PC-1, UC-1, UC-2
2	Preparation of the Final Qualifying Work	C	15,00		15,00	GPC-1.MAN, GPC-2.MAN, GPC-5.MAN, PC-1, PC-5, UC-1, UC-2
	Major		60,00	36,00	24,00	
1	Experiential Marketing	C	3,00	3,00		GPC-2.MAN, GPC-3.MAN, GPC-4.MAN, PC-1, PC-2, PC-4, UC-1, UC-3
2	Consumer Behavior in Cultural Tourism	C	3,00	3,00		GPC-1.MAN, GPC-4.MAN, PC-1, PC-2, UC-4, UC-5
3	Tour Operator Activities	C	3,00	3,00		GPC-3.MAN, GPC-4.MAN, PC-2, PC-3, UC-1, UC-6
4	Digital Multimedia Technologies in the Experience Economy	C	3,00	3,00		GPC-1.MAN, GPC-2.MAN, GPC-5.MAN, PC-5, UC-1, UC-2
5	HR Technologies	C	3,00	3,00		GPC-1.MAN, GPC-3.MAN, GPC-4.MAN, GPC-5.MAN, PC-3, PC-4, UC-1, UC-2
6	Marketing Strategies	C	3,00	3,00		GPC-1.MAN, GPC-3.MAN, GPC-4.MAN, GPC-5.MAN, PC-3, PC-4, UC-1, UC-2
7	Methodology of Management: Methods Review	C	3,00	3,00		GPC-1.MAN, GPC-3.MAN, GPC-4.MAN, GPC-5.MAN, PC-3, PC-4, PC-5, UC-1, UC-2, UC-4, UC-5
8	Management Strategies: Strategic Management	C	6,00	6,00		GPC-1.MAN, GPC-2.MAN, GPC-3.MAN, GPC-4.MAN, GPC-5.MAN, PC-1, PC-2, PC-3, PC-4, UC-1, UC-2, UC-3

9	Project management: methods, approaches, tools	C	3,00	3,00		GPC-1.MAN, GPC-3.MAN, GPC-4.MAN, GPC-5.MAN, PC-3, PC-4, UC-1, UC-2, UC-6
10	Management in the Experience Industry: Tools and Technologies	C	3,00	3,00		GPC-1.MAN, GPC-3.MAN, GPC-4.MAN, GPC-5.MAN, PC-3, PC-4, UC-1, UC-2
11	Branding of tourists attractions (offered in a foreign language)	C	6,00		6,00	GPC-1.MAN, GPC-4.MAN, PC-1, PC-2, UC-4, UC-5
12	Event Management	C	6,00		6,00	GPC-4.MAN, PC-1, PC-2, PC-3, PC-4, UC-1, UC-2, UC-4, UC-5
13	Theater management	C	6,00		6,00	GPC-1.MAN, GPC-4.MAN, PC-1, PC-2, PC-3, PC-4, UC-1, UC-2, UC-4, UC-5
14	Museum Management: Existing Practices and Future Trends	C	6,00		6,00	GPC-1.MAN, GPC-3.MAN, GPC-4.MAN, PC-2, PC-3, PC-4, UC-2, UC-6
15	economics of tourism	C	3,00	3,00		GPC-1.MAN, GPC-4.MAN, PC-1, PC-2, PC-3, PC-4, UC-1, UC-2, UC-4, UC-5
	Magolego		9,00	6,00	3,00	
1	All-university Pool MAGOLEGO Courses	E	9,00	6,00	3,00	GPC-1.MAN, PC-4, PC-5, UC-1, UC-2, UC-3
	Final State Certification (FSC)		3,00		3,00	
1	Final Qualification Paper	C	3,00		3,00	GPC-2.MAN, PC-1, PC-2, UC-1, UC-2
	Smart-Marketing (Applied track)		120,00	60,00	60,00	
	Key Seminars		21,00	9,00	12,00	
1	Mentor's seminar "Smart-marketing"	C	15,00	9,00	6,00	GPC-1.MAN, PC-1, PC-2, PC-3, UC-1, UC-2
2	Project seminar "Smart marketing"	C	6,00		6,00	GPC-1.MAN, PC-1, PC-2, UC-3, UC-5
	Internship		27,00	9,00	18,00	
	Project Internship		3,00	3,00		
1	Project	C	3,00	3,00		GPC-1.MAN, GPC-2.MAN, GPC-4.MAN, PC-2, PC-4, UC-1, UC-2, UC-3, UC-5
	Professional Internship		3,00		3,00	
1	Research Internship	C	3,00		3,00	GPC-1.MAN, GPC-2.MAN, GPC-4.MAN, PC-2, PC-4, UC-1, UC-2, UC-3, UC-5
	Research Internship		21,00	6,00	15,00	
1	Course Paper	C	6,00	6,00		GPC-1.MAN, GPC-2.MAN, GPC-5.MAN, PC-1, UC-1, UC-2
2	Preparation of the final qualification work	C	15,00		15,00	GPC-1.MAN, GPC-2.MAN, GPC-5.MAN, PC-1, PC-5, UC-1, UC-2
	Major		60,00	36,00	24,00	
1	Economics and Applied Analysis of Industrial Market	C	3,00	3,00		GPC-1.MAN, GPC-2.MAN, GPC-5.MAN, PC-5, UC-1, UC-2
2	Consumer Behaviour and Psychology	C	6,00	6,00		GPC-2.MAN, GPC-3.MAN, GPC-4.MAN, PC-1, PC-2, PC-4, UC-1, UC-3

3	Internet Marketing and Analytics	C	6,00	6,00		GPC-3.MAN, GPC-4.MAN, PC-2, PC-3, UC-1, UC-6
4	HR Technologies	C	3,00	3,00		GPC-1.MAN, GPC-3.MAN, GPC-4.MAN, GPC-5.MAN, PC-3, PC-4, UC-1, UC-2
5	Marketing Strategies	C	3,00	3,00		GPC-1.MAN, GPC-3.MAN, GPC-4.MAN, GPC-5.MAN, PC-3, PC-4, UC-1, UC-2
6	Methodology of Management: Methods Review	C	3,00	3,00		GPC-1.MAN, GPC-3.MAN, GPC-4.MAN, GPC-5.MAN, PC-3, PC-4, PC-5, UC-1, UC-2, UC-4, UC-5
7	Management Strategies: Strategic Management	C	6,00	6,00		GPC-1.MAN, GPC-2.MAN, GPC-3.MAN, GPC-4.MAN, GPC-5.MAN, PC-1, PC-2, PC-3, PC-4, UC-1, UC-2, UC-3
8	Project management: methods, approaches, tools	C	3,00	3,00		GPC-1.MAN, GPC-3.MAN, GPC-4.MAN, GPC-5.MAN, PC-3, PC-4, UC-1, UC-2, UC-6
9	Management in the Experience Industry: Tools and Technologies	C	3,00	3,00		GPC-1.MAN, GPC-3.MAN, GPC-4.MAN, GPC-5.MAN, PC-3, PC-4, UC-1, UC-2
10	Marketing communications analytics	C	6,00		6,00	GPC-1.MAN, GPC-2.MAN, GPC-4.MAN, PC-1, PC-2, PC-3, UC-1, UC-3, UC-4
11	Branding and Brand-Communications (offered in a foreign language)	C	6,00		6,00	GPC-1.MAN, GPC-4.MAN, PC-1, PC-2, UC-4, UC-5
12	Marketing strategy development: management consulting	C	6,00		6,00	GPC-1.MAN, GPC-3.MAN, GPC-4.MAN, PC-1, PC-2, PC-3, UC-4, UC-5, UC-6
13	Customer Relationship	C	6,00		6,00	GPC-1.MAN, GPC-4.MAN, PC-1, PC-2, PC-3, PC-4, UC-1, UC-2, UC-4, UC-5
	<b>Magolego</b>		<b>9,00</b>	<b>6,00</b>	<b>3,00</b>	
1	All-university Pool MAGOLEGO Courses	E	9,00	6,00	3,00	GPC-1.MAN, PC-4, PC-5, UC-1, UC-2, UC-3
	<b>Final State Certification (FSC)</b>		<b>3,00</b>		<b>3,00</b>	
1	Final Qualification Paper	C	3,00		3,00	GPC-2.MAN, PC-1, UC-2

**Curriculum agreed:**

Academic Supervisor	GERGERT D.V.	22.04.2024
Dean	ZAGORODNOVA E.P.	22.04.2024
Deputy Director	ZAGORODNOVA E.P.	22.04.2024
Head of Centre for Educational Model Design	LEPESHKIN I.A.	24.04.2024

\* Subject type:

Compulsory course

C

Elective course

E