



National Research University Higher School of Economics (HSE)

Basic Curriculum

Field of study 38.04.02 Management

Educational Programme "Business Development Management"

Trajectories: "Experience Economy: Museum, Event, and Tourism Management", "Project Management: Project Analysis, Investments, Implementation Technology", "Smart-Marketing: Data, Analysis, Insight", "HR-Technologies: Modern Practices and Trends"

Implementing unit: -, HSE - Perm

Years of Study: 2022/2023 - 2023/2024

Length of Programme: 2 years

Mode of Study: Full Time

Degree: Master's degree / MBA

APPROVED

27.05.2022

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	
	General Components		39,00	39,00		
	Key Seminars		9,00	9,00		
1	Business Development Management	C	3,00	3,00		GPC-1, PC-1, UC-3, UC-5
2	Mentor's Seminar	C	6,00	6,00		GPC-1, PC-1, UC-1, UC-3
	Internship					
	Project Internship					
	Professional Internship					
	Research Internship					
	Major		21,00	21,00		
1	Management Strategies: Strategic Management	C	3,00	3,00		GPC-1, GPC-3, GPC-4, GPC-5, PC-3, PC-4, UC-1, UC-2
2	Methodology of Management: Methods Review	C	3,00	3,00		GPC-1, GPC-3, GPC-4, GPC-5, PC-3, PC-4, UC-1, UC-2
3	Experience Economics	C	3,00	3,00		GPC-1, GPC-3, GPC-4, GPC-5, PC-3, PC-4, UC-1, UC-2
4	Marketing Strategies	C	3,00	3,00		GPC-1, GPC-3, GPC-4, GPC-5, PC-3, PC-4, UC-1, UC-2
5	Strategic and Project Management: Methods, Approaches and Tools	C	3,00	3,00		GPC-1, GPC-3, GPC-4, GPC-5, PC-3, PC-4, UC-1, UC-2

6	HR Technologies	C	3,00	3,00		GPC-1, GPC-3, GPC-4, GPC-5, PC-3, PC-4, UC-1, UC-2
7	Managerial Economics (offered in a foreign language)	C	3,00	3,00		GPC-2, GPC-3, GPC-4, PC-2, PC-5, UC-4, UC-6
	Magolego		9,00	9,00		
1	All-university Pool MAGOLEGO Courses	C	9,00	9,00		GPC-1, UC-1, UC-2, UC-3
	Smart-Marketing: Data, Analysis, Insight (Applied track)		81,00	60,00	60,00	
	Key Seminars		15,00	9,00	15,00	
1	Project Seminar	C	6,00		6,00	GPC-1, PC-1, UC-3, UC-5
2	Mentor's seminar "Smart-marketing"	C	9,00		9,00	GPC-1, PC-1, UC-1, UC-2
	Internship		24,00	6,00	18,00	
	Project Internship		3,00	3,00		
1	Project	C	3,00	3,00		GPC-1, GPC-2, GPC-4, PC-4, UC-1, UC-2, UC-3, UC-5
	Professional Internship		3,00		3,00	
1	Science and Research Internship	C	3,00		3,00	GPC-1, GPC-2, GPC-4, PC-4, UC-1, UC-2, UC-3, UC-5
	Research Internship		18,00	3,00	15,00	
1	Course Paper	C	3,00	3,00		GPC-1, GPC-2, GPC-5, PC-1, UC-1, UC-2
2	Preparation of the Final Qualifying Work	C	15,00		15,00	GPC-1, GPC-2, GPC-5, PC-1, UC-1, UC-2
	Major		39,00	36,00	24,00	
1	Marketing communications analytics	C	6,00		6,00	GPC-1, GPC-2, GPC-4, PC-1, PC-2, PC-3, UC-1, UC-3, UC-4
2	Internet marketing and web analytics	C	6,00		6,00	GPC-1, GPC-4, PC-1, PC-2, PC-3, UC-4, UC-5
3	Consumer Behaviour and Psychology	C	6,00	6,00		GPC-2, GPC-3, GPC-4, PC-1, PC-2, PC-4, UC-1, UC-3
4	Internet Marketing	C	3,00	3,00		GPC-3, GPC-4, PC-2, PC-3, UC-1, UC-6
5	Introduction to Mobile Marketing	C	3,00	3,00		GPC-1, GPC-4, PC-1, PC-2, UC-4, UC-5
6	Economics and Applied Analysis of Industrial Market	C	3,00	3,00		GPC-1, GPC-2, GPC-5, PC-5, UC-1, UC-2
7	Branding and Brand-Communications (offered in a foreign language)	C	6,00		6,00	GPC-1, GPC-4, PC-1, PC-2, UC-4, UC-5
8	Customer Relationship	C	6,00		6,00	GPC-1, GPC-4, PC-1, PC-2, PC-3, PC-4, UC-1, UC-2, UC-4, UC-5
	Magolego			9,00		
1	All-university Pool MAGOLEGO Courses	E				GPC-1, 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, PC-1, UC-2
	Experience Economy (Applied track)		81,00	60,00	60,00	

	Key Seminars		15,00	9,00	15,00	
1	Master classes of practitioners	C	6,00		6,00	GPC-1, PC-1, UC-3, UC-5
2	Mentor's Seminar "Experience Economy"	C	9,00		9,00	GPC-1, PC-1, UC-1, UC-3
	Internship		24,00	6,00	18,00	
	Project Internship		3,00	3,00		
1	Project	C	3,00	3,00		GPC-1, GPC-2, GPC-4, PC-4, UC-1, UC-2, UC-3, UC-5
	Professional Internship		3,00		3,00	
1	Science and Research Internship	C	3,00		3,00	GPC-1, GPC-2, GPC-4, PC-4, UC-1, UC-2, UC-3, UC-5
	Research Internship		18,00	3,00	15,00	
1	Course Paper	C	3,00	3,00		GPC-1, GPC-2, GPC-5, PC-1, UC-1, UC-2
2	Preparation of the Final Qualifying Work	C	15,00		15,00	GPC-1, GPC-2, GPC-5, PC-1, UC-1, UC-2
	Major		39,00	36,00	24,00	
1	Theater management	C	6,00		6,00	GPC-1, GPC-4, PC-1, PC-2, PC-3, PC-4, UC-1, UC-2, UC-4, UC-5
2	Branding of tourists attractions (offered in a foreign language)	C	6,00		6,00	GPC-1, GPC-4, PC-1, PC-2, UC-4, UC-5
3	Museum Management: Existing Practices and Future Trends	C	6,00		6,00	GPC-1, GPC-3, GPC-4, PC-2, PC-3, PC-4, UC-2, UC-6
4	Tour Operator Activities	C	3,00	3,00		GPC-3, GPC-4, PC-2, PC-3, UC-1, UC-6
5	Consumer Behavior in Cultural Tourism	C	3,00	3,00		GPC-1, GPC-4, PC-1, PC-2, UC-4, UC-5
6	Experiential Marketing	C	6,00	6,00		GPC-2, GPC-3, GPC-4, PC-1, PC-2, PC-4, UC-1, UC-3
7	Digital Multimedia Technologies in the Experience Economy	C	3,00	3,00		GPC-1, GPC-2, GPC-5, PC-5, UC-1, UC-2
8	Event Management	C	6,00		6,00	GPC-1, GPC-4, PC-1, PC-2, PC-3, PC-4, UC-1, UC-2, UC-4, UC-5
	Magolego			9,00		
1	All-university Pool MAGOLEGO Courses	E				GPC-1, 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, PC-2, UC-2
	HR Technologies: Modern Practices and Trends (Applied track)		81,00	60,00	60,00	
	Key Seminars		15,00	9,00	15,00	
1	Project Seminar	C	6,00		6,00	GPC-1, PC-1, UC-3, UC-5
2	Mentor's Seminar "HR technologies"	C	9,00		9,00	GPC-1, PC-1, UC-1, UC-3
	Internship		24,00	6,00	18,00	
	Project Internship		3,00	3,00		

1	Project	C	3,00	3,00		GPC-1, GPC-2, GPC-4, PC-4, UC-1, UC-2, UC-3, UC-5
	Professional Internship		3,00		3,00	
1	Science and Research Internship	C	3,00		3,00	GPC-1, GPC-2, GPC-4, PC-4, UC-1, UC-2, UC-3, UC-5
	Research Internship		18,00	3,00	15,00	
1	Course Paper	C	3,00	3,00		GPC-1, GPC-2, GPC-5, PC-1, UC-1, UC-2
2	Preparation of the Final Qualifying Work	C	15,00		15,00	GPC-1, GPC-2, GPC-5, PC-1, UC-1, UC-2
	Major		39,00	36,00	24,00	
1	Corporate Culture Modeling and Talent Management	C	3,00	3,00		GPC-2, GPC-3, GPC-4, PC-1, PC-2, PC-4, UC-1, UC-3
2	Staff soft-skills development	C	3,00	3,00		GPC-3, GPC-4, PC-2, PC-3, UC-1, UC-6
3	Performance Management and HR analytics	C	3,00	3,00		GPC-1, GPC-2, GPC-5, PC-5, UC-1, UC-2
4	Business Communications in Intercultural Space (offered in a foreign language)	C	3,00	3,00		GPC-1, GPC-4, PC-1, PC-2, UC-4, UC-5
5	Corporate Training Constructor	C	6,00		6,00	GPC-1, GPC-3, GPC-4, PC-2, PC-3, PC-4, UC-2, UC-6
6	HR Brand Management	C	6,00		6,00	GPC-1, GPC-4, PC-1, PC-2, PC-3, UC-2, UC-3, UC-4
7	Management and Career Consulting (offered in a foreign language)	C	6,00		6,00	GPC-1, GPC-4, PC-1, PC-2, PC-3, PC-4, UC-1, UC-2, UC-4, UC-5
8	Smart-HR: Information Systems and Digital Technologies	C	9,00	3,00	6,00	GPC-1, GPC-2, GPC-3, PC-3, PC-4, UC-1, UC-2, UC-4
	Magolego			9,00		
1	All-university Pool MAGOLEGO Courses	E				GPC-1, 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, PC-2, UC-1, UC-2
	Project Management (Applied track)		81,00	60,00	60,00	
	Key Seminars		15,00	9,00	15,00	
1	Project Seminar	C	6,00		6,00	GPC-1, PC-1, UC-3, UC-5
2	Mentor's seminar "Project Management"	C	9,00		9,00	GPC-1, PC-1, UC-1, UC-3
	Internship		24,00	6,00	18,00	
	Project Internship		3,00	3,00		
1	Project	C	3,00	3,00		GPC-1, GPC-2, GPC-4, PC-4, UC-1, UC-2, UC-3, UC-5
	Professional Internship		3,00		3,00	
1	Science and Research Internship	C	3,00		3,00	GPC-1, GPC-2, GPC-4, PC-4, UC-1, UC-2, UC-3, UC-5
	Research Internship		18,00	3,00	15,00	

1	Course Paper	C	3,00	3,00		GPC-1, GPC-2, GPC-5, PC-1, UC-1, UC-2
2	Preparation of the Final Qualifying Work	C	15,00		15,00	GPC-1, GPC-2, GPC-5, PC-1, UC-1, UC-2
	Major		39,00	36,00	24,00	
1	Project Risk Management (offered in a foreign language)	C	6,00		6,00	GPC-1, GPC-2, GPC-3, PC-3, PC-4, UC-1, UC-2, UC-4
2	Agile-management	C	6,00		6,00	GPC-1, GPC-4, PC-1, PC-2, PC-3, PC-4, UC-2, UC-4, UC-5
3	Project Team Management	C	3,00	3,00		GPC-2, GPC-3, GPC-4, PC-1, PC-2, PC-4, UC-1, UC-3
4	Project, program and portfolio management	C	3,00	3,00		GPC-1, GPC-4, PC-1, PC-2, UC-4, UC-5
5	Project Management Corporate IT Systems	C	3,00	3,00		GPC-3, GPC-4, PC-2, PC-3, UC-1, UC-6
6	Investment Management	C	6,00	6,00		GPC-1, GPC-2, GPC-5, PC-5, UC-1, UC-2
7	New Product Development - develop your own new product	C	6,00		6,00	GPC-1, GPC-3, GPC-4, PC-2, PC-3, PC-4, UC-2, UC-6
8	Digital Product Management	C	6,00		6,00	GPC-1, GPC-2, GPC-3, PC-3, PC-4, UC-1, UC-2, UC-4
	Magolego			9,00		
1	All-university Pool MAGOLEGO Courses	E				GPC-1, 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, PC-2, UC-1, UC-2

Curriculum agreed:

Academic Supervisor	GERGERT D.V.	20.05.2022
Dean	ZAGORODNOVA E.P.	20.05.2022
Deputy Director	ZAGORODNOVA E.P.	20.05.2022
Head of Centre for Educational Model Design	LEPESHKIN I.A.	20.05.2022

* Subject type:

Compulsory course	C
Elective course	E