



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

22.05.2023

Vice Rector

ROSHCHIN S.Y.

Signed with EDS

Years of Study: 2023/2024 - 2024/2025

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	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
2	Project Seminar "Project Management"	C	6,00		6,00	GPC-1.MAN, PC-1, PC-2, 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-1, PC-4, UC-1, UC-2, UC-3, UC-5
	Research Internship		24,00	6,00	18,00	
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
3	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
	Major		60,00	36,00	24,00	
1	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

2	Project, program and portfolio management	C	3,00	3,00		GPC-1.MAN, GPC-4.MAN, PC-1, PC-2, UC-4, UC-5
3	Project Management Corporate IT Systems	C	3,00	3,00		GPC-3.MAN, GPC-4.MAN, PC-2, PC-3, UC-1, UC-6
4	Investment Management	C	6,00	6,00		GPC-1.MAN, GPC-2.MAN, GPC-5.MAN, PC-5, UC-1, UC-2
5	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
6	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
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	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
9	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
10	Methodology of Management: Methods Review (offered in a foreign language)	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
11	Strategic and Project Management: Methods, Approaches and 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
12	Experience Economics	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
13	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
14	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
	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
	HR-Technologies and Analytics (Applied track)		120,00	60,00	60,00	
	Key Seminars		21,00	9,00	12,00	
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
	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-3, PC-4, UC-1, UC-2, UC-3, UC-5
	Research Internship		24,00	6,00	18,00	
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
3	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
	Major		60,00	36,00	24,00	
1	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
2	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
3	Staff soft-skills development	C	3,00	3,00		GPC-3.MAN, GPC-4.MAN, PC-2, PC-3, UC-1, UC-6
4	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
5	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
6	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
7	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
8	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
9	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
10	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
11	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
12	Methodology of Management: Methods Review (offered in a foreign language)	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
13	Strategic and Project Management: Methods, Approaches and 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
14	Experience Economics	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

15	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
	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)		123,00	60,00	63,00	
	Key Seminars		24,00	9,00	15,00	
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	9,00		9,00	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
	Research Internship		24,00	6,00	18,00	
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
3	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
	Major		60,00	36,00	24,00	
1	Tour Operator Activities	C	3,00	3,00		GPC-3.MAN, GPC-4.MAN, PC-2, PC-3, UC-1, UC-6
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	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
4	Museum Management	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
5	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
6	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
7	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
8	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

9	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
10	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
11	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
12	Methodology of Management: Methods Review (offered in a foreign language)	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
13	Strategic and Project Management: Methods, Approaches and 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
14	Experience Economics	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
15	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
	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
	Research Internship		24,00	6,00	18,00	
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
3	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
	Major		60,00	36,00	24,00	
1	Internet Marketing and Analytics	C	6,00	6,00		GPC-3.MAN, GPC-4.MAN, PC-2, PC-3, UC-1, UC-6
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	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
4	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
5	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
6	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
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	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
9	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
10	Methodology of Management: Methods Review (offered in a foreign language)	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
11	Strategic and Project Management: Methods, Approaches and 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
12	Experience Economics	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
13	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
	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, UC-2

Curriculum agreed:

Academic Supervisor	GERGERT D.V.	15.05.2023
Dean	ZAGORODNOVA E.P.	19.05.2023
Deputy Director	ZAGORODNOVA E.P.	19.05.2023
Head of Centre for Educational Model Design	LEPESHKIN I.A.	19.05.2023

* Subject type:

Compulsory course

C

Elective course

E