



National Research University Higher School of Economics (HSE)

Curriculum
Field of study 38.04.02 Management
Educational Programme "Retail Management"
Trajectories: "Retail Management"
Implementing unit: Graduate School of Business, HSE -
Moscow

APPROVED
06.05.2024
Vice Rector
ROSHCHIN S.Y.
Signed with EDS

Length of Programme: 2 years
Years of Study: 2024/2025 - 2025/2026
Mode of Study: Full Time
Degree: Master's degree / MBA

1 st, 2024/2025 academic year

Block Code	Course	Subject type	Department	Credits	Total Academic Hours	Contact Hours	Allocation of Contact Hours				Additional Information
							1	2	3	4	
Degree Programme				60,00	2 280	414	108	88	126	92	
Retail Management (Applied track)				60,00	2 280	414	108	88	126	92	
Major				39,00	1 482	312	76	84	84	68	
Basic Components				39,00	1 482	312	76	84	84	68	
1	Business Analytics and AI in Applied Retail Tasks	C	департамент бизнес-информатики	3,00	114	24				24A	
2	Marketing Management in Retail	C	департамент маркетинга	6,00	228	48		16	32A		
3	Online Retail: Digital-marketing and Digital Solutions in E-Commerce	C	департамент маркетинга	6,00	228	48			20	28A	
4	Offline Retail: Management of the Retail Chain	C	департамент маркетинга	6,00	228	48			32	16A	
5	Consumer Behaviour and Customer Experience Management	C	департамент маркетинга	6,00	228	48	20	28A			
6	Strategic Thinking and Strategic Analysis	C	департамент стратегического и международного менеджмента	6,00	228	48	28	20A			
7	Financial Management: Financial Analysis and New Business Models	C	департамент финансового менеджмента	6,00	228	48	28	20A			
Key Seminars				12,00	456	96	32	4	40	20	
Compulsory Seminars				12,00	456	96	32	4	40	20	
1	Research Seminar "Current Retail Issues"	C	департамент маркетинга	3,00	114	24			24A		

2	Research Seminar "Retail Management"	C	департамент маркетинга	3,00	114	24	24A				
3	Project Seminar "ESG Project Management in Retail"	C	департамент маркетинга	3,00	114	24			12	12A	
4	Mentor Seminar 'Retail Management'	C	департамент маркетинга	3,00	114	24	8	4	4	8A	
Magolego				3,00	114						
1	All-university Pool MAGOLEGO Courses	E		3,00	114						
Internship				6,00	228	6			2	4	
Project Internship				6,00	228	6			2	4	
1	Course Project "Practices of Sustainable Development"	C		3,00	114	4			2	2A	
2	Project in Retail Strategy	C		3,00	114	2				2A	

Curriculum agreed:

Academic Supervisor

LEBEDEV A.V.

02.05.2024

Dean

GABRIELOV A.O.

06.05.2024

Head of Centre for
Educational Model Design

LEPESHKIN I.A.

06.05.2024

* Subject type:

Compulsory course

C

Elective course

E