



National Research University Higher School of Economics (HSE)

Curriculum
Field of study 38.03.02 Management
Educational Programme "Marketing and Market Analytics"
Implementing unit: Graduate School of Business, HSE -
Moscow

1 st, 2024/2025 academic year

APPROVED

10.06.2024

Vice Rector

ROSHCHIN S.Y.

Signed with EDS

Length of Programme: 4 years

Years of Study: 2024/2025 - 2027/2028

Mode of Study: Full Time

Degree: Bachelor's degree

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	2 480	870	217	199	218	236	
Data Culture						2			2		
1	Independent Digital Literacy Test	C	отдел развития цифровых компетенций			2			2A	Online Course	
Major				46,00	1 748	616	130	126	172	188	
Core Professional Block (Major)				35,00	1 330	516	88	88	152	188	
Subject Areas				35,00	1 330	516	88	88	152	188	
1	Business Statistics	C	Department of Statistics and Data Analysis	4,00	152	64				64A	
2	Macroeconomics	C	Department of Theoretical Economics	5,00	190	80			40	40A	
3	Marketing	C	департамент маркетинга	4,00	152	48			24	24A	
4	Calculus	C	Department of Higher Mathematics	6,00	228	96	48	48A			
5	Management: Concepts and Technologies of the 21st Century	C	департамент стратегического и международного менеджмента	4,00	152	48			24	24A	
6	Microeconomics	C	Department of Theoretical Economics	5,00	190	80	40	40A			
7	Probability Theory and Mathematical Statistics	C	Department of Higher Mathematics	4,00	152	64			64A		
8	Sustainable Development and Corporative ESG Practices	C	департамент стратегического и международного менеджмента	3,00	114	36				36A	
Elective Professional Block (Major)				11,00	418	100	42	38	20		
Дополнение профессионального модуля				11,00	418	100	42	38	20		

1	Project Seminar "SWOT Analysis"	C	департамент стратегического и международного менеджмента	2,00	76	20			20A		
2	Career Guidance Seminar "Managerial profession in the modern world"	C	департамент стратегического и международного менеджмента	4,00	152	40	20	20A			
3	Digital Literacy	C	департамент операционного менеджмента и логистики	5,00	190	40	22	18A			Online Course
English						2				2	
Optional Courses											
1	English	O		8,00	304	128	20	28A	40	40A	Foreign language, Credits only to the cumulative rating
Examinations						2				2	
1	English Language Integrative Exam	C	School of Foreign Languages			2				2A	Foreign language
General Courses				9,00	542	248	87	73	44	44	
Optional General Courses				8,00	304	86	50	36			
1	Foundations of Russian Statehood	C	School of History	2,00	76	26	26A				Online Course
2	Legal Literacy	C	департамент теории права и сравнительного правоведения	3,00	114	30	10	20A			Online Course
3	Philosophy	C	Школа философии и культурологии	3,00	114	30	14	16A			Online Course
Core General Courses				1,00	238	162	37	37	44	44	
1	Safe Living Basics	C	центр поддержки студенческих инициатив	1,00	38	18	9	9A			Online Course
2	Physical Training	C	Department of Physical Training		200	144	28	28	44	44A	
Internship				5,00	190	2				2	
Project Internship				5,00	190	2				2	
1	Course Project "SWOT Analysis"	C		5,00	190	2				2A	

Curriculum agreed:

Academic Supervisor MURAVSKIY D.V. 23.05.2024

Dean GABRIELOV A.O. 24.05.2024

Head of Centre for Educational Model Design LEPESHKIN I.A. 04.06.2024

* Subject type:

Compulsory course

C

Elective course

E

Optional course

O

