



National Research University Higher School of Economics (HSE)

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
 1 st, 2024/2025 academic year

APPROVED
 26.04.2024
 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

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	352	128	116	42	70	
Smart-Marketing (Applied track)				60,00	2 280	366	116	152	56	42	
Major				36,00	1 368	314	104	140	42	28	
1	HR Technologies	C	Department of Foreign Languages	3,00	114	28		28A			
2	Internet Marketing and Analytics	C	Department of Foreign Languages	6,00	228	52		26	26A		
3	Marketing Strategies	C	Department of Foreign Languages	3,00	114	28		28A			
4	Management in the Experience Industry: Tools and Technologies	C	Department of Foreign Languages	3,00	114	28	28A				
5	Methodology of Management: Methods Review	C	Department of Foreign Languages	3,00	114	28	28A				
6	Consumer Behaviour and Psychology	C	Department of Foreign Languages	6,00	228	52		36	16A		
7	Project management: methods, approaches, tools	C	Department of Foreign Languages	3,00	114	28	28A				
8	Management Strategies: Strategic Management	C	Department of Foreign Languages	6,00	228	42	20	22A			
9	Economics and Applied Analysis of Industrial Market	C	Joint Department of Public Administration and Municipal Management	3,00	114	28				28A	
Key Seminars				9,00	342	48	12	12	12	12	
1	Mentor's seminar "Smart-marketing"	C	Department of Foreign Languages	9,00	342	48	12	12	12	12A	
Magolego				6,00	228						

1	All-university Pool MAGOLEGO Courses	E		6,00	228						
Internship				9,00	342	4			2	2	
Research Internship				6,00	228	2				2	
1	Course Paper	C		6,00	228	2				2A	
Project Internship				3,00	114	2			2		
1	Project	C		3,00	114	2			2A		
Management in Experience Industry (Applied track)				60,00	2 280	382	116	118	78	70	
Major				36,00	1 368	330	104	106	64	56	
1	HR Technologies	C	Department of Foreign Languages	3,00	114	28		28A			
2	Experiential Marketing	C	Department of Foreign Languages	3,00	114	36			36A		
3	Marketing Strategies	C	Department of Foreign Languages	3,00	114	28		28A			
4	Management in the Experience Industry: Tools and Technologies	C	Department of Foreign Languages	3,00	114	28	28A				
5	Methodology of Management: Methods Review	C	Department of Foreign Languages	3,00	114	28	28A				
6	Consumer Behavior in Cultural Tourism	C	Department of Foreign Languages	3,00	114	28				28A	
7	Project management: methods, approaches, tools	C	Department of Foreign Languages	3,00	114	28	28A				
8	Management Strategies: Strategic Management	C	Department of Foreign Languages	6,00	228	42	20	22A			
9	Tour Operator Activities	C	Department of Foreign Languages	3,00	114	28		28A			
10	Digital Multimedia Technologies in the Experience Economy	C	Department of Foreign Languages	3,00	114	28			28A		
11	economics of tourism	C	Department of Foreign Languages	3,00	114	28				28A	
Key Seminars				9,00	342	48	12	12	12	12	
1	Mentor's Seminar "Arts and Culture Management"	C	Department of Foreign Languages	9,00	342	48	12	12	12	12A	
Magolego				6,00	228						
1	All-university Pool MAGOLEGO Courses	E		6,00	228						
Internship				9,00	342	4			2	2	
Research Internship				6,00	228	2				2	
1	Course Paper	C		6,00	228	2				2A	
Project Internship				3,00	114	2			2		
1	Project	C		3,00	114	2			2A		
HR-Technologies and Analytics (Applied track)				60,00	2 280	352	116	102	60	74	
Major				36,00	1 368	300	104	90	46	60	
1	HR Technologies	C	Department of Foreign Languages	3,00	114	28		28A			
2	Performance Management and HR analytics	C	Department of Foreign Languages	3,00	114	30				30A	

3	Business Communications in Intercultural Space	C	Department of Foreign Languages	6,00	228	30		12	18A		Foreign language
4	Marketing Strategies	C	Department of Foreign Languages	3,00	114	28		28A			
5	Management in the Experience Industry: Tools and Technologies	C	Department of Foreign Languages	3,00	114	28	28A				
6	Methodology of Management: Methods Review	C	Department of Foreign Languages	3,00	114	28	28A				
7	Corporate Culture Modeling and Talent Management	C	Department of Foreign Languages	3,00	114	30				30A	
8	Project management: methods, approaches, tools	C	Department of Foreign Languages	3,00	114	28	28A				
9	Staff soft-skills development	C	Department of Foreign Languages	3,00	114	28			28A		
10	Management Strategies: Strategic Management	C	Department of Foreign Languages	6,00	228	42	20	22A			
Key Seminars				9,00	342	48	12	12	12	12	
1	Mentor's Seminar "HR-technologies and analytics"	C	Department of Foreign Languages	9,00	342	48	12	12	12	12A	
Magolego				6,00	228						
1	All-university Pool MAGOLEGO Courses	E		6,00	228						
Internship				9,00	342	4			2	2	
Research Internship				6,00	228	2				2	
1	Course Paper	C		6,00	228	2				2A	
Project Internship				3,00	114	2			2		
1	Project	C		3,00	114	2			2A		
Project Management (Applied track)				60,00	2 280	356	128	116	42	70	
Major				36,00	1 368	304	116	104	28	56	
1	HR Technologies	C	Department of Foreign Languages	3,00	114	28		28A			
2	Investment Management	C	Joint Department of Public Administration and Municipal Management	6,00	228	38	12	26A			
3	Project Management Corporate IT Systems	C	Кафедра информационных технологий в бизнесе	3,00	114	28				28A	
4	Marketing Strategies	C	Department of Foreign Languages	3,00	114	28		28A			
5	Management in the Experience Industry: Tools and Technologies	C	Department of Foreign Languages	3,00	114	28	28A				
6	Methodology of Management: Methods Review	C	Department of Foreign Languages	3,00	114	28	28A				
7	Project management: methods, approaches, tools	C	Department of Foreign Languages	3,00	114	28	28A				
8	Management Strategies: Strategic Management	C	Department of Foreign Languages	6,00	228	42	20	22A			
9	Project Team Management	C	Department of Foreign Languages	3,00	114	28			28A		

10	Project, program and portfolio management	C	Department of Foreign Languages	3,00	114	28				28A	
Key Seminars				9,00	342	48	12	12	12	12	
1	Mentor's seminar "Project Management"	C	Department of Foreign Languages	9,00	342	48	12	12	12	12A	
Magolego				6,00	228						
1	All-university Pool MAGOLEGO Courses	E		6,00	228						
Internship				9,00	342	4			2	2	
Research Internship				6,00	228	2				2	
1	Course Paper	C		6,00	228	2				2A	
Project Internship				3,00	114	2			2		
1	Project	C		3,00	114	2			2A		

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