



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
3 rd, 2024/2025 academic year

APPROVED
10.06.2024
Vice Rector
ROSHCHIN S.Y.
Signed with EDS

Length of Programme: 4 years
Years of Study: 2022/2023 - 2025/2026
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	2 280	580	136	172	200	132	
Data Culture						2		2			
1	External Examinations on Digital Skills. Final Level	C	отдел развития цифровых компетенций			2		2A			
Major				39,00	1 482	390	98	132	140	80	
Core Professional Block (Major)				11,00	418	110	20	20	50	20	
Subject Areas				11,00	418	110	20	20	50	20	
1	Critical Thinking	C	департамент организационного поведения и управления человеческими ресурсами	3,00	114	30			30A		
2	Logistics and Supply Chain Management	C	департамент операционного менеджмента и логистики	4,00	152	40			20	20A	
3	Strategic Management	C	департамент стратегического и международного менеджмента	4,00	152	40	20	20A			
Elective Professional Block (Major)				28,00	1 064	280	78	112	90	60	
Дополнение профессионального модуля				28,00	1 064	280	78	82	60	60	
1	Branding	C	департамент маркетинга	3,00	114	30				30A	Foreign language
2	Information Systems and Organisations	C	департамент бизнес-информатики	4,00	152	40	20	20A			
3	Marketing Research	C	департамент маркетинга	4,00	152	40	18	22A			
4	Marketing Communications	C	департамент маркетинга	4,00	152	40			40A		
5	International Marketing	C	департамент маркетинга	4,00	152	40	40A				Foreign language
6	Consumer Behaviour	C	департамент маркетинга	4,00	152	40		40A			

7	Project Seminar "Management Consulting"	C	департамент стратегического и международного менеджмента	2,00	76	20			20A	
8	Statistical Analysis and Data Visualization in R and Python	C	департамент маркетинга	3,00	114	30				30A Foreign language
Minor				10,00	380	152	38	38	38	38
1	Minor	E		10,00	380	152	38	38A	38	38A
English						2			2	
Examinations						2			2	
1	Independent English Exam	C	School of Foreign Languages			2			2A	Foreign language
General Courses				4,00	152	30			20	10
Optional General Courses				4,00	152	30			20	10
1	Legal Literacy	C	департамент теории права и сравнительного правоведения	4,00	152	30			20	10A Online Course
Internship				7,00	266	4				4
Project Internship				5,00	190	2				2
1	Course Project: Consulting Project	C		5,00	190	2				2A
Professional Internship				2,00	76	2				2
Internship				2,00	76	2				2
1	Work Experience Internship	C		2,00	76	2				2A

Curriculum agreed:

Academic Supervisor MURAVSKIY D.V. 29.05.2024

Dean GABRIELOV A.O. 29.05.2024

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

* Subject type:

Compulsory course
 Elective course
 Optional course

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