



National Research University Higher School of Economics (HSE)

Curriculum

Field of study 38.04.02 Management

Educational Programme "Business Development Management"

Trajectories: "Experience Economy: Museum, Event, and Tourism Management", "Project Management: Project Analysis, Investments, Implementation Technology", "Smart-Marketing: Data, Analysis, Insight", "HR-Technologies: Modern Practices and Trends"

Implementing unit: -, HSE - Perm

1 st, 2022/2023 academic year

APPROVED

27.05.2022

Vice Rector

ROSHCHIN S.Y.

Signed with EDS

Length of Programme: 2 years

Years of Study: 2022/2023 - 2023/2024

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		92	152	279	226	
Smart-Marketing: Data, Analysis, Insight (Applied track)				177,00	6 726	1 186	368	608	116	94	
Major				99,00	3 762	878	320	448	66	44	
1	Introduction to Mobile Marketing	C	Department of Foreign Languages	3,00	114	2			2A		Online Course
2	Internet Marketing	C	Department of Foreign Languages	3,00	114	28			28A		
3	Consumer Behaviour and Psychology	C	Department of Foreign Languages	6,00	228	52			36	16A	
4	Economics and Applied Analysis of Industrial Market	C	Joint Department of Public Administration and Municipal Management	3,00	114	28				28A	
Internship				6,00	228	4			2	2	
Research Internship				3,00	114	2				2	
1	Course Paper	C		3,00	114	2				2A	
Project Internship				3,00	114	2			2		
1	Project	C		3,00	114	2			2A		
HR Technologies: Modern Practices and Trends (Applied track)				177,00	6 726	1 195	368	608	107	112	
Major				99,00	3 762	886	320	448	56	62	
1	Performance Management and HR analytics	C	Department of Foreign Languages	3,00	114	28				28A	
2	Smart-HR: Information Systems and Digital Technologies	C	Department of Foreign Languages	3,00	114	6				6A	Online Course

3	Business Communications in Intercultural Space	C	Department of Foreign Languages	3,00	114	28			28A	Foreign language
4	Corporate Culture Modeling and Talent Management	C	Department of Foreign Languages	3,00	114	28		28A		
5	Staff soft-skills development	C	Department of Foreign Languages	3,00	114	28		28A		
Internship				6,00	228	5			3	2
Research Internship				3,00	114	2				2
1	Course Paper	C		3,00	114	2			2A	
Project Internship				3,00	114	3			3	
1	Project	C		3,00	114	3		3A		
General Components				39,00	1 482	268	92	152	12	12
Major				21,00	798	192	80	112		
1	HR Technologies	C	Department of Foreign Languages	3,00	114	28		28A		
2	Marketing Strategies	C	Department of Foreign Languages	3,00	114	28		28A		
3	Methodology of Management: Methods Review	C	Department of Foreign Languages	3,00	114	28	28A			
4	Management Strategies: Strategic Management	C	Department of Foreign Languages	3,00	114	28	28A			
5	Strategic and Project Management: Methods, Approaches and Tools	C	Department of Foreign Languages	3,00	114	28		28A		
6	Managerial Economics	C	Department of Management	3,00	114	24	24A			Foreign language
7	Experience Economics	C	Department of Foreign Languages	3,00	114	28		28A		
Key Seminars				9,00	342	76	12	40	12	12
1	Mentor's Seminar	C	Department of Foreign Languages	6,00	228	48	12	12A	12	12A
2	Business Development Management	C	Department of Foreign Languages	3,00	114	28		28A		
Magolego				9,00	342					
1	Magolego	C		9,00	342					
Project Management (Applied track)				177,00	6 726	1 184	368	608	118	90
Major				99,00	3 762	876	320	448	68	40
1	Investment Management	C	Joint Department of Public Administration and Municipal Management	6,00	228	24			12	12A Online Course
2	Project Management Corporate IT Systems	C	Кафедра информационных технологий в бизнесе	3,00	114	28			28A	
3	Project Team Management	C	Department of Foreign Languages	3,00	114	28		28A		
4	Project, program and portfolio management	C	Department of Foreign Languages	3,00	114	28		28A		
Internship				6,00	228	4			2	2
Research Internship				3,00	114	2				2
1	Course Paper	C		3,00	114	2			2A	
Project Internship				3,00	114	2			2	

1	Project	C		3,00	114	2			2A	
Experience Economy (Applied track)				177,00	6 726	1 204	368	608	118	110
Major				99,00	3 762	896	320	448	68	60
1	Experiential Marketing	C	Department of Foreign Languages	6,00	228	44			12	32A
2	Consumer Behavior in Cultural Tourism	C	Department of Foreign Languages	3,00	114	28			28A	Online Course
3	Tour Operator Activities	C	Department of Foreign Languages	3,00	114	28				28A Online Course
4	Digital Multimedia Technologies in the Experience Economy	C	Department of Foreign Languages	3,00	114	28			28A	
Internship				6,00	228	4			2	2
Research Internship				3,00	114	2				2
1	Course Paper	C		3,00	114	2				2A
Project Internship				3,00	114	2			2	
1	Project	C		3,00	114	2			2A	

Curriculum agreed:

Academic Supervisor	POLOSUKHINA M.V.	20.05.2022
Dean	ALENINA K.A.	20.05.2022
Deputy Director	ZAGORODNOVA E.P.	20.05.2022
Head of Degree Programmes Development Office	MAMONOVA M.A.	20.05.2022

* Subject type:

Compulsory course

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