



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

2 nd, 2023/2024 academic year

APPROVED

18.04.2023

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	276	484	476	166	9	
Smart-Marketing: Data, Analysis, Insight (Applied track)				60,00	2 280	282	134	124	22	2	
Major				24,00	912	208	106	102			
1	Marketing communications analytics	C	Department of Foreign Languages	6,00	228	58	30	28A			
2	Branding and Brand-Communications	C	Department of Foreign Languages	6,00	228	46	24	22A			Foreign language
3	Internet marketing and web analytics	C	Department of Foreign Languages	6,00	228	48	24	24A			
4	Customer Relationship	C	Department of Foreign Languages	6,00	228	56	28	28A			
Final State Certification (FSC)				3,00	114	2				2	
1	Final Qualification Paper	C		3,00	114	2				2A	
Key Seminars				15,00	570	68	28	22	18		
1	Project Seminar	C	Department of Foreign Languages	6,00	228	42	18	14	10A		
2	Mentor's seminar "Smart-marketing"	C	Department of Foreign Languages	9,00	342	26	10	8	8A		
Magolego											
1	All-university Pool MAGOLEGO Courses	E									
Internship				18,00	684	4				4	
Research Internship				15,00	570	2				2	

1	Preparation of the Final Qualifying Work	C		15,00	570	2			2	
Professional Internship				3,00	114	2			2	
1	Science and Research Internship	C		3,00	114	2			2A	
HR Technologies: Modern Practices and Trends (Applied track)				60,00	2 280	302	140	136	24	2
Major				24,00	912	192	96	96		
1	Smart-HR: Information Systems and Digital Technologies	C	Department of Foreign Languages	6,00	228	48	24	24A		Online Course
2	Corporate Training Constructor	C	Department of Foreign Languages	6,00	228	48	24	24A		
3	HR Brand Management	C	Department of Foreign Languages	6,00	228	48	24	24A		
4	Management and Career Consulting	C	Department of Foreign Languages	6,00	228	48	24	24A		Foreign language
Final State Certification (FSC)				3,00	114	2				2
1	Final Qualification Paper	C		3,00	114	2				2A
Key Seminars				15,00	570	104	44	40	20	
1	Project Seminar	C	Department of Foreign Languages	6,00	228	42	22	20A		
2	Mentor's Seminar "HR technologies"	C	Department of Foreign Languages	9,00	342	62	22	20	20A	
Magolego										
1	All-university Pool MAGOLEGO Courses	E								
Internship				18,00	684	4				4
Research Internship				15,00	570	2				2
1	Preparation of the Final Qualifying Work	C		15,00	570	2			2	
Professional Internship				3,00	114	2				2
1	Science and Research Internship	C		3,00	114	2			2A	
Project Management (Applied track)				60,00	2 280	270	118	126	24	2
Major				24,00	912	160	74	86		
1	Agile-management	C	Department of Foreign Languages	6,00	228	32	16	16A		
2	New Product Development - develop your own new product	C	Department of Foreign Languages	6,00	228	48	24	24A		Online Course
3	Project Risk Management	C	Joint Department of Public Administration and Municipal Management	6,00	228	32	10	22A		Foreign language
4	Digital Product Management	C	Department of Foreign Languages	6,00	228	48	24	24A		Online Course
Final State Certification (FSC)				3,00	114	2				2
1	Final Qualification Paper	C		3,00	114	2				2A
Key Seminars				15,00	570	104	44	40	20	
1	Project Seminar	C	Department of Foreign Languages	6,00	228	42	22	20A		
2	Mentor's seminar "Project Management"	C	Department of Foreign Languages	9,00	342	62	22	20	20A	

Magolego										
1	All-university Pool MAGOLEGO Courses	E								
Internship				18,00	684	4			4	
Research Internship				15,00	570	2			2	
1	Preparation of the Final Qualifying Work	C		15,00	570	2			2	
Professional Internship				3,00	114	2			2	
1	Science and Research Internship	C		3,00	114	2			2A	
Experience Economy (Applied track)				60,00	2 280	280	128	126	24	2
Major				24,00	912	170	84	86		
1	Branding of tourists attractions	C	Department of Foreign Languages	6,00	228	36	18	18A		Foreign language
2	Event Management	C	Department of Foreign Languages	6,00	228	52	26	26A		
3	Theater management	C	Department of Foreign Languages	6,00	228	46	24	22A		
4	Museum Management: Existing Practices and Future Trends	C	Department of Management	6,00	228	36	16	20A		
Final State Certification (FSC)				3,00	114	2				2
1	Final Qualification Paper	C		3,00	114	2				2A
Key Seminars				15,00	570	104	44	40	20	
1	Master classes of practitioners	C	Department of Foreign Languages	6,00	228	42	22	20A		
2	Mentor's Seminar "Experience Economy"	C	Department of Foreign Languages	9,00	342	62	22	20	20A	
Magolego										
1	All-university Pool MAGOLEGO Courses	E								
Internship				18,00	684	4			4	
Research Internship				15,00	570	2			2	
1	Preparation of the Final Qualifying Work	C		15,00	570	2			2	
Professional Internship				3,00	114	2			2	
1	Science and Research Internship	C		3,00	114	2			2A	

Curriculum agreed:

Academic Supervisor	GERGERT D.V.	06.04.2023
Dean	ZAGORODNOVA E.P.	10.04.2023
Deputy Director	ZAGORODNOVA E.P.	10.04.2023
Head of Centre for Educational Model Design	LEPESHKIN I.A.	10.04.2023

* Subject type:
Compulsory course
Elective course

C
E