



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, 2023/2024 academic year

APPROVED  
 22.05.2023  
 Vice Rector

ROSHCHIN S.Y.

Signed with EDS

Length of Programme: 2 years  
 Years of Study: 2023/2024 - 2024/2025  
 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	
<b>Degree Programme</b>				<b>60,00</b>	<b>2 280</b>	<b>352</b>	<b>128</b>	<b>116</b>	<b>42</b>	<b>70</b>	
<b>Smart-Marketing (Applied track)</b>				<b>60,00</b>	<b>2 280</b>	<b>366</b>	<b>124</b>	<b>132</b>	<b>40</b>	<b>70</b>	
<b>Major</b>				<b>36,00</b>	<b>1 368</b>	<b>314</b>	<b>112</b>	<b>120</b>	<b>26</b>	<b>56</b>	
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	Methodology of Management: Methods Review	C	Department of Foreign Languages	3,00	114	28	28A				Foreign language
5	Consumer Behaviour and Psychology	C	Department of Foreign Languages	6,00	228	52	36	16A			
6	Management Strategies: Strategic Management	C	Department of Foreign Languages	6,00	228	42	20	22A			
7	Strategic and Project Management: Methods, Approaches and Tools	C	Department of Foreign Languages	3,00	114	28	28A				
8	Experience Economics	C	Department of Foreign Languages	3,00	114	28				28A	
9	Economics and Applied Analysis of Industrial Market	C	Joint Department of Public Administration and Municipal Management	3,00	114	28				28A	
<b>Key Seminars</b>				<b>9,00</b>	<b>342</b>	<b>48</b>	<b>12</b>	<b>12</b>	<b>12</b>	<b>12</b>	
1	Mentor's seminar "Smart-marketing"	C	Department of Foreign Languages	9,00	342	48	12	12	12	12A	
<b>Magolego</b>				<b>6,00</b>	<b>228</b>						

1	All-university Pool MAGOLEGO Courses	E		6,00	228						
<b>Internship</b>				<b>9,00</b>	<b>342</b>	<b>4</b>			<b>2</b>	<b>2</b>	
<b>Research Internship</b>				<b>6,00</b>	<b>228</b>	<b>2</b>				<b>2</b>	
1	Course Paper	C		6,00	228	2				2A	
<b>Project Internship</b>				<b>3,00</b>	<b>114</b>	<b>2</b>			<b>2</b>		
1	Project	C		3,00	114	2			2A		
<b>Management in Experience Industry (Applied track)</b>				<b>60,00</b>	<b>2 280</b>	<b>382</b>	<b>116</b>	<b>128</b>	<b>70</b>	<b>70</b>	
<b>Major</b>				<b>36,00</b>	<b>1 368</b>	<b>330</b>	<b>104</b>	<b>116</b>	<b>56</b>	<b>56</b>	
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					
3	Marketing Strategies	C	Department of Foreign Languages	3,00	114	28		28A			
4	Methodology of Management: Methods Review	C	Department of Foreign Languages	3,00	114	28	28A				Foreign language
5	Museum Management	C	Department of Foreign Languages	3,00	114	28					
6	Consumer Behavior in Cultural Tourism	C	Department of Foreign Languages	3,00	114	28				28A	
7	Management Strategies: Strategic Management	C	Department of Foreign Languages	6,00	228	42	20	22A			
8	Strategic and Project Management: Methods, Approaches and Tools	C	Department of Foreign Languages	3,00	114	28	28A				
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	Experience Economics	C	Department of Foreign Languages	3,00	114	28				28A	
<b>Key Seminars</b>				<b>9,00</b>	<b>342</b>	<b>48</b>	<b>12</b>	<b>12</b>	<b>12</b>	<b>12</b>	
1	Mentor's Seminar "Arts and Culture Management"	C	Department of Foreign Languages	9,00	342	48	12	12	12	12A	
<b>Magolego</b>				<b>6,00</b>	<b>228</b>						
1	All-university Pool MAGOLEGO Courses	E		6,00	228						
<b>Internship</b>				<b>9,00</b>	<b>342</b>	<b>4</b>			<b>2</b>	<b>2</b>	
<b>Research Internship</b>				<b>6,00</b>	<b>228</b>	<b>2</b>				<b>2</b>	
1	Course Paper	C		6,00	228	2				2A	
<b>Project Internship</b>				<b>3,00</b>	<b>114</b>	<b>2</b>			<b>2</b>		
1	Project	C		3,00	114	2			2A		
<b>HR-Technologies and Analytics (Applied track)</b>				<b>60,00</b>	<b>2 280</b>	<b>352</b>	<b>88</b>	<b>90</b>	<b>84</b>	<b>90</b>	
<b>Major</b>				<b>36,00</b>	<b>1 368</b>	<b>300</b>	<b>76</b>	<b>78</b>	<b>70</b>	<b>76</b>	
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	Methodology of Management: Methods Review	C	Department of Foreign Languages	3,00	114	28	28A				Foreign language
6	Corporate Culture Modeling and Talent Management	C	Department of Foreign Languages	3,00	114	30			30A		
7	Staff soft-skills development	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	Strategic and Project Management: Methods, Approaches and Tools	C	Department of Foreign Languages	3,00	114	28	28A				
10	Experience Economics	C	Department of Foreign Languages	3,00	114	28				28A	
<b>Key Seminars</b>				<b>9,00</b>	<b>342</b>	<b>48</b>	<b>12</b>	<b>12</b>	<b>12</b>	<b>12</b>	
1	Mentor's Seminar "HR-technologies and analytics"	C	Department of Foreign Languages	9,00	342	48	12	12	12	12A	
<b>Magolego</b>				<b>6,00</b>	<b>228</b>						
1	All-university Pool MAGOLEGO Courses	E		6,00	228						
<b>Internship</b>				<b>9,00</b>	<b>342</b>	<b>4</b>			<b>2</b>	<b>2</b>	
<b>Research Internship</b>				<b>6,00</b>	<b>228</b>	<b>2</b>				<b>2</b>	
1	Course Paper	C		6,00	228	2				2A	
<b>Project Internship</b>				<b>3,00</b>	<b>114</b>	<b>2</b>			<b>2</b>		
1	Project	C		3,00	114	2			2A		
<b>Project Management (Applied track)</b>				<b>60,00</b>	<b>2 280</b>	<b>356</b>	<b>100</b>	<b>116</b>	<b>70</b>	<b>70</b>	
<b>Major</b>				<b>36,00</b>	<b>1 368</b>	<b>304</b>	<b>88</b>	<b>104</b>	<b>56</b>	<b>56</b>	
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	Methodology of Management: Methods Review	C	Department of Foreign Languages	3,00	114	28	28A				Foreign language
6	Management Strategies: Strategic Management	C	Department of Foreign Languages	6,00	228	42	20	22A			
7	Strategic and Project Management: Methods, Approaches and Tools	C	Department of Foreign Languages	3,00	114	28	28A				
8	Project Team Management	C	Department of Foreign Languages	3,00	114	28			28A		
9	Project, program and portfolio management	C	Department of Foreign Languages	3,00	114	28			28A		

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

**Curriculum agreed:**

Academic Supervisor	GERGERT D.V.	15.05.2023
Dean	ZAGORODNOVA E.P.	19.05.2023
Deputy Director	ZAGORODNOVA E.P.	19.05.2023
Head of Centre for Educational Model Design	LEPESHKIN I.A.	19.05.2023

\* Subject type:

Compulsory course

C

Elective course

E