



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  
 2 nd, 2024/2025 academic year

APPROVED  
 26.04.2024  
 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>280</b>	<b>126</b>	<b>134</b>	<b>24</b>	<b>2</b>	
<b>Smart-Marketing (Applied track)</b>				<b>60,00</b>	<b>2 280</b>	<b>238</b>	<b>116</b>	<b>104</b>	<b>14</b>	<b>4</b>	
<b>Major</b>				<b>24,00</b>	<b>912</b>	<b>158</b>	<b>84</b>	<b>74</b>			
1	Marketing communications analytics	C	Department of Foreign Languages	6,00	228	38	20	18A			
2	Branding and Brand-Communications	C	Department of Foreign Languages	6,00	228	36	20	16A			Foreign language
3	Marketing strategy development: management consulting	C	Department of Foreign Languages	6,00	228	46	24	22A			
4	Customer Relationship	C	Department of Foreign Languages	6,00	228	38	20	18A			
<b>Final State Certification (FSC)</b>				<b>3,00</b>	<b>114</b>	<b>2</b>				<b>2</b>	
1	Final Qualification Paper	C		3,00	114	2				2A	
<b>Key Seminars</b>				<b>12,00</b>	<b>456</b>	<b>74</b>	<b>32</b>	<b>30</b>	<b>12</b>		
1	Project seminar "Smart marketing"	C	Department of Foreign Languages	6,00	228	38	20	18A			
2	Mentor's seminar "Smart-marketing"	C	Department of Foreign Languages	6,00	228	36	12	12	12A		
<b>Magolego</b>				<b>3,00</b>	<b>114</b>						
1	All-university Pool MAGOLEGO Courses	E		3,00	114						
<b>Internship</b>				<b>18,00</b>	<b>684</b>	<b>4</b>			<b>2</b>	<b>2</b>	
<b>Research Internship</b>				<b>18,00</b>	<b>684</b>	<b>4</b>			<b>2</b>	<b>2</b>	
1	Research Internship	C		3,00	114	2			2A		
2	Preparation of the Final Qualifying Work	C		15,00	570	2				2	

	<b>Management in Experience Industry (Applied track)</b>			<b>63,00</b>	<b>2 394</b>	<b>222</b>	<b>96</b>	<b>98</b>	<b>24</b>	<b>4</b>	
	<b>Major</b>			<b>24,00</b>	<b>912</b>	<b>138</b>	<b>68</b>	<b>70</b>			
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	42	22	20A			
3	Theater management	C	Department of Foreign Languages	6,00	228	24	12	12A			
4	Museum Management: Existing Practices and Future Trends	C	Department of Foreign Languages	6,00	228	36	16	20A			
	<b>Final State Certification (FSC)</b>			<b>3,00</b>	<b>114</b>	<b>2</b>				<b>2</b>	
1	Final Qualification Paper	C		3,00	114	2				2A	
	<b>Key Seminars</b>			<b>15,00</b>	<b>570</b>	<b>78</b>	<b>28</b>	<b>28</b>	<b>22</b>		
1	Master classes of practitioners	C	Department of Foreign Languages	9,00	342	42	16	16	10A		
2	Mentor's Seminar "Arts and Culture Management"	C	Department of Foreign Languages	6,00	228	36	12	12	12A		
	<b>Magolego</b>			<b>3,00</b>	<b>114</b>						
1	All-university Pool MAGOLEGO Courses	E		3,00	114						
	<b>Internship</b>			<b>18,00</b>	<b>684</b>	<b>4</b>			<b>2</b>	<b>2</b>	
	<b>Research Internship</b>			<b>18,00</b>	<b>684</b>	<b>4</b>			<b>2</b>	<b>2</b>	
1	Research Internship	C		3,00	114	2			2A		
2	Preparation of the Final Qualifying Work	C		15,00	570	2				2	
	<b>HR-Technologies and Analytics (Applied track)</b>			<b>60,00</b>	<b>2 280</b>	<b>248</b>	<b>116</b>	<b>114</b>	<b>14</b>	<b>4</b>	
	<b>Major</b>			<b>24,00</b>	<b>912</b>	<b>164</b>	<b>82</b>	<b>82</b>			
1	Smart-HR: Information Systems and Digital Technologies	C	Department of Foreign Languages	6,00	228	36	18	18A			
2	Corporate Training Constructor	C	Department of Foreign Languages	3,00	114	28		28A			
3	Strategic HR Management	C	Department of Foreign Languages	3,00	114	28	28A				
4	HR Brand Management	C	Department of Foreign Languages	6,00	228	36	18	18A			
5	Management and Career Consulting	C	Department of Foreign Languages	6,00	228	36	18	18A			Foreign language
	<b>Final State Certification (FSC)</b>			<b>3,00</b>	<b>114</b>	<b>2</b>				<b>2</b>	
1	Final Qualification Paper	C		3,00	114	2				2A	
	<b>Key Seminars</b>			<b>12,00</b>	<b>456</b>	<b>78</b>	<b>34</b>	<b>32</b>	<b>12</b>		
1	Project seminar "HR technologies and analytics"	C	Department of Foreign Languages	6,00	228	42	22	20A			
2	Mentor's Seminar "HR-technologies and analytics"	C	Department of Foreign Languages	6,00	228	36	12	12	12A		
	<b>Magolego</b>			<b>3,00</b>	<b>114</b>						
1	All-university Pool MAGOLEGO Courses	E		3,00	114						
	<b>Internship</b>			<b>18,00</b>	<b>684</b>	<b>4</b>			<b>2</b>	<b>2</b>	

	<b>Research Internship</b>			<b>18,00</b>	<b>684</b>	<b>4</b>			<b>2</b>	<b>2</b>
1	Research Internship	C		3,00	114	2			2A	
2	Preparation of the Final Qualifying Work	C		15,00	570	2				2
	<b>Project Management (Applied track)</b>			<b>60,00</b>	<b>2 280</b>	<b>244</b>	<b>108</b>	<b>118</b>	<b>14</b>	<b>4</b>
	<b>Major</b>			<b>24,00</b>	<b>912</b>	<b>160</b>	<b>74</b>	<b>86</b>		
1	Agile-management	C	Department of Foreign Languages	6,00	228	32	16	16A		
2	Design Thinking	C	Department of Foreign Languages	6,00	228	48	24	24A		
3	Project Risk Management	C	Joint Department of Public Administration and Municipal Management	6,00	228	32	10	22A		
4	Digital Product Management	C	Department of Foreign Languages	6,00	228	48	24	24A		
	<b>Final State Certification (FSC)</b>			<b>3,00</b>	<b>114</b>	<b>2</b>				<b>2</b>
1	Final Qualification Paper	C		3,00	114	2				2A
	<b>Key Seminars</b>			<b>12,00</b>	<b>456</b>	<b>78</b>	<b>34</b>	<b>32</b>	<b>12</b>	
1	Project Seminar "Project Management"	C	Department of Foreign Languages	6,00	228	42	22	20A		
2	Mentor's seminar "Project Management"	C	Department of Foreign Languages	6,00	228	36	12	12	12A	
	<b>Magolego</b>			<b>3,00</b>	<b>114</b>					
1	All-university Pool MAGOLEGO Courses	E		3,00	114					
	<b>Internship</b>			<b>18,00</b>	<b>684</b>	<b>4</b>			<b>2</b>	<b>2</b>
	<b>Research Internship</b>			<b>18,00</b>	<b>684</b>	<b>4</b>			<b>2</b>	<b>2</b>
1	Research Internship	C		3,00	114	2			2A	
2	Preparation of the Final Qualifying Work	C		15,00	570	2				2

**Curriculum agreed:**

Academic Supervisor	GERGERT D.V.	04.03.2024
Dean	ZAGORODNOVA E.P.	04.03.2024
Deputy Director	ZAGORODNOVA E.P.	04.03.2024
Head of Centre for Educational Model Design	LEPESHKIN I.A.	24.04.2024

\* Subject type:

Compulsory course

C

Elective course

E