



National Research University Higher School of Economics (HSE)

Curriculum
 Field of study 38.04.02 Management
 Educational Programme "Retail Management"
 Trajectories: "Retail Management"
 Implementing unit: Graduate School of Business, HSE -
 Moscow

APPROVED
 23.05.2023
 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

1 st, 2023/2024 academic year

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	434	108	100	124	102	
	Retail Management (Applied track)			60,00	2 280	434	108	100	124	102	
	Major			39,00	1 482	312	76	92	72	72	
	Basic Components			39,00	1 482	312	76	92	72	72	
1	Marketing Management in Retail	C	департамент маркетинга	6,00	228	48			24	24A	Online Course
2	Research Methodology in Retail	C	департамент маркетинга	3,00	114	24		24A			
3	Online Retail: Digital-marketing and Digital Solutions in E-Commerce	C	департамент маркетинга	6,00	228	48			16	32A	
4	Offline Retail: Retail Network Management	C	департамент маркетинга	6,00	228	48			32	16A	
5	Consumer Behaviour and Customer Experience Management	C	департамент маркетинга	6,00	228	48	20	28A			
6	Strategic Thinking and Strategic Analysis	C	департамент стратегического и международного менеджмента	6,00	228	48	28	20A			
7	Financial Management: Financial Analysis and New Business Models	C	департамент финансового менеджмента	6,00	228	48	28	20A			
	Key Seminars			12,00	456	96	32	8	40	16	
1	Research Seminar "Current Retail Issues"	C	департамент маркетинга	3,00	114	24			24A		
2	Research Seminar "Retail Management"	C	департамент маркетинга	3,00	114	24	24A				

3	Project Seminar "Project Management in Retail"	C	департамент маркетинга	3,00	114	24			12	12A	
4	Mentor Seminar 'Retail Management'	C	департамент маркетинга	3,00	114	24	8	8	4	4A	
Magolego				3,00	114						
1	All-university Pool MAGOLEGO Courses	E		3,00	114						
Internship				6,00	228	26			12	14	
Project Internship				6,00	228	26			12	14	
1	Course Project	C		3,00	114	24			12	12A	
2	Priject	C		3,00	114	2				2A	

Curriculum agreed:

Academic Supervisor	LEBEDEV A.V.	21.05.2023
Dean	KATKALO V.S.	21.05.2023
Head of Centre for Educational Model Design	LEPESHKIN I.A.	23.05.2023

* Subject type:

Compulsory course

C

Elective course

E